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# **City Survey 2004**

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San Francisco Residents Rate City Services  
Similarly to Last Year; Inequalities Persist

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## **Summary Findings**

Opinions Are Similar to Last Year; Inequalities Persist

### **Ratings Have Not Improved Since 2003**

The most frequent response to the question, "How good a job do you think local government is doing?" is "fair"; that is, the middle rating of three on a five-point scale. This pattern has not changed much in the past eight years. Ratings of specific service areas, such as parks, streets and public transportation (Muni), have held steady or declined slightly since 2003.

### **Newer San Franciscans See Our City More Favorably**

While long-time San Franciscans may believe the City has seen better times, relative newcomers—those who have been here less than five years—are more satisfied with conditions in the City. On average, these newer residents visit City parks more, and rate parks, streets and sidewalks, and government performance overall more favorably than those who have lived in San Francisco five years or more.

### **Older San Franciscans Rate Services Better, but Feel Less Safe at Night**

San Franciscans who are 60 years old or older give higher ratings, on average, of Muni (routes, timeliness, fares, safety and driver courtesy), libraries (collections, staff assistance, and programs for children), park facilities and adult recreation programs than those under 60. They feel less safe walking alone in their neighborhoods at night than younger people do.

### **Southeast San Franciscans Feel Less Safe and Less Satisfied; Residents of District 6 Also Give More Negative Ratings**

Residents of the southeastern section of the City (Districts 9, 10 and 11) rate local government worse than those in the west (Districts 1, 4 and 7). Southeast residents also feel less safe walking alone in their neighborhoods, and give lower ratings of parks, Muni, streets and sidewalks than most of the rest of the City. The difference in feelings of safety walking alone in one's neighborhood between the southeast and west is as large as that between recent victims of violent crime and those who have not been victimized.

Grouping the City's supervisorial districts into geographic clusters allows for large enough groups for statistical testing; in some cases, however, individual districts are clearly different in their responses from others. For example:

- District 6 (in the central cluster) joins Districts 10 and 11 in having the lowest ratings of safety walking alone.
- District 6 also rates the cleanliness of its sidewalks lower than other neighborhoods; residents of District 7 are 12 times as likely as those in District 6 to rate sidewalk cleanliness as good or very good.
- District 10 gives the lowest ratings of Muni routes, timeliness, cleanliness, safety and driver courtesy.

### **Safety and Service Ratings Vary Sharply by Ethnicity**

African-Americans, Latinos and Asian/Pacific Islanders feel less safe on average in their neighborhoods than whites. Latinos are the least likely to feel safe walking alone in the daytime in their neighborhoods. Obviously, feelings of safety depend on neighborhood, and some differences are explained by where people live.<sup>1</sup> Even in the same district, however, a white person is 2.5 times as likely to feel safe as a Latino/Hispanic person walking in the daytime.

African-Americans give lower ratings to government performance in general than any other ethnic group, use the City's parks and recreation programs less and rate them less favorably. In recent years, African-Americans and Latinos have been more satisfied than others with libraries; Asians generally give less favorable ratings of libraries.

Asian/Pacific Islanders and Latinos, who are on average more frequent riders than are whites, are less satisfied with Muni service. They give higher average ratings to street conditions, however, than whites and African-Americans. Asians rate the safety of crossing the street higher than other groups do.

### **Higher Incomes Mean Better Neighborhood Conditions, Less Use of Some City Services**

San Franciscans whose annual household incomes are \$50,000 or more use public services such as Muni and the City's libraries less than lower-income residents do. They also give more negative ratings of the City's parks and recreation programs. Higher-income San Franciscans feel safer walking alone in their neighborhoods in the daytime, and find the streets in their neighborhoods to be cleaner, while feeling more negatively about streets citywide than those with incomes under \$50,000 per year. Of survey respondents who have Internet access, those with incomes of \$50,000 are more likely to make online purchases.

<sup>1</sup> When respondents' districts are included in the regression analysis, differences between African-Americans and whites, and between Asian/Pacific Islanders and whites, are not significant. This does not mean that differences do not exist, but that district (and/or other variables in the analysis) explains the difference.

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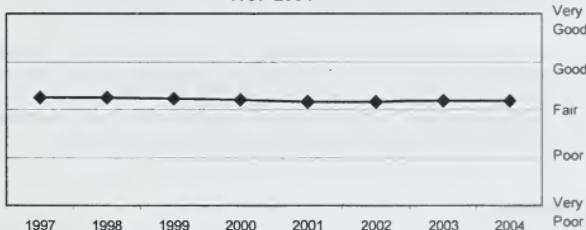
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## Local Government Performance

### City Continues to Receive a “Fair” Job Rating

Over the last eight years the overall rating of local government's performance at providing services has remained “fair.” As depicted below, the year-to-year variations have been small, with the greatest difference occurring from 2000 to 2001 when the average dropped from 3.21 to 3.15 (on a scale of 1 to 5, with 5 being very good and 1 being very poor). Since 2001, the average has crept up slightly to 3.18 in 2004.<sup>1</sup>

Average Local Government Job Performance Ratings,  
1997-2004



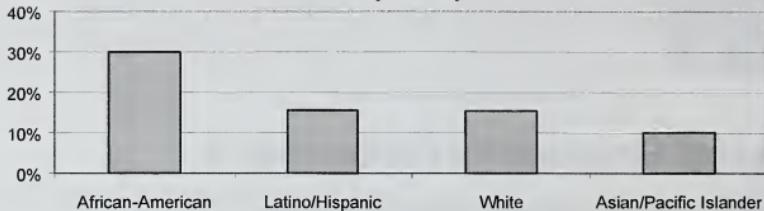
### African-Americans Have the Lowest Opinions of City Services

African-American respondents view City services less favorably than other San Franciscans.<sup>2</sup> Thirty percent of African-Americans rate local government as very poor or poor, compared to an average of 14% of respondents in the three other major ethnic/racial groups.

<sup>1</sup> Data for 2001 through 2004 have been weighted to provide equal representation among the 11 supervisorial districts of the City. For years prior to 2001, we do not have the district of residence for survey respondents, so data have not been weighted. These unweighted data are not directly comparable to the weighted data, although in many cases the effect of weighting is small. In this case, the mean is 3.15 for 2001 using weighted or unweighted data.

<sup>2</sup> Because of the small number of African-Americans in the sample (54 of 1,567), differences between African-Americans and other ethnic groups do not reach statistical significance on a one-year basis. However, looking at the past four years together (2001-2004), African-Americans clearly rate local government performance worse than other ethnic/racial groups do.

**Percentage Rating Local Government Performance Poor or Very Poor,  
by Ethnicity**



### **New San Franciscans and Those Living in District 7 Rate Local Government Services Higher**

As in previous years, newer San Francisco residents rate services more favorably than longer-term residents. Among respondents who have lived in San Francisco for less than five years, 44% rate local government's performance as very good or good, compared to 33% of respondents who have lived in the City for five years or more.

As a group, residents of the districts in the west side of the City are happier with the local government than those in the southeast. Respondents from District 7 have the most favorable view of government services, with 43% giving a very good or good rating. Respondents from Districts 5, 9 and 10 are least satisfied with government services. Only 27% of District 5 respondents rate services as very good or good.

### **SURVEY RESPONSES**

#### ***Overall, how good a job do you think local government is doing at providing services?***

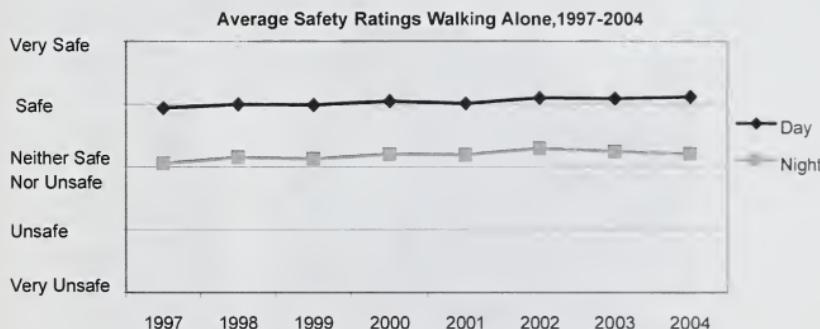
Very Poor 1	Poor 2	Fair 3	Good 4	Very Good 5	Number of Responses	Mean Score*
4%	12%	49%	32%	3%	1,516	3.18

\*Scores range from 1 = very poor to 5 = very good, so a higher mean score is more favorable.

## Safety and Crime

### Feelings of Safety Walking Alone Change Little

As in prior years, San Franciscans feel much safer during the day than at night. The great majority of residents (80%) report feeling safe or very safe walking alone in their neighborhoods during the day, but less than half (47%) feel similarly safe at night. On a scale from 1 to 5, with 5 being "very safe," the mean rating for walking alone during the day in 2004 is 4.12, a slight improvement since 2001 but not significantly different from last year.<sup>3</sup>



"Our neighborhood (Japantown) is safe during the day due to two beat cops, but frightful at night! Get the police out of their cars and walking to reduce crime." — District 5 man with no children.

"The homeless people should be looked at more closely. In the neighborhood where I live, homeless people live on the streets, in cars. Police should come and patrol the area more. The lights on the street where I live do not work, and that makes coming home unsafe. People racing around in their cars at night make it unsafe to be out and driving at night...." — District 10 resident.

<sup>3</sup> Data for 2001 through 2004 have been weighted to provide equal representation among the 11 supervisorial districts of the City. For years before 2001, we do not have the district of residence for survey respondents, so data have not been weighted. These unweighted data are not directly comparable to the weighted data, although in many cases the effect of weighting is small.

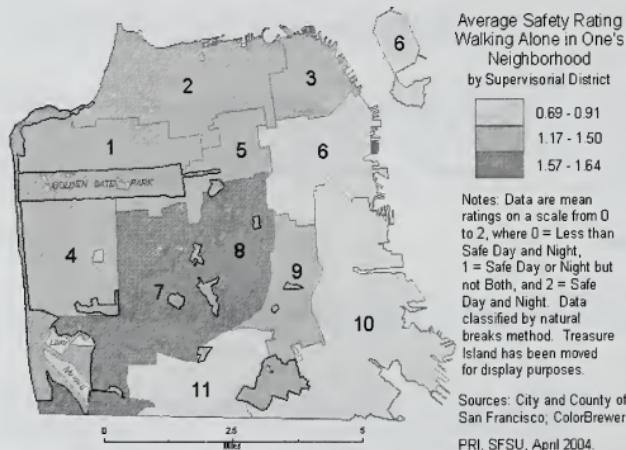
Respondents cite a lack of a police presence, drug dealing and use, prostitution and the presence of homeless people as reasons they feel unsafe. As the quotes above indicate, some San Franciscans suggest that increased police patrols and more street lighting would help improve overall safety in the City.

## Southeast Residents Feel Least Safe

People living in the southeast region (Districts 9, 10 and 11) feel much less safe than those living in other areas of the City. Western area residents are five times as likely to feel safe during the day and four times as likely to feel safe at night as those in the southeast. Residents of the northern region are nearly three times as likely as southeasterners to feel safe at night.

In the map below, districts are shaded to represent residents' feelings of safety walking alone in their neighborhoods both day and night. Those who feel safe or very safe both day and night are counted as 2; those who feel safe day or night but not both as 1; and those who feel less than safe<sup>4</sup> day and night as 0.

## Neighborhood Safety



Residents of Districts 10 and 11 in the southeast, and District 6 (downtown/south of Market), feel the least safe walking alone in their neighborhoods. Only about one in four residents of these districts feels safe both day and night, compared to about two-thirds of respondents in Districts 7 and 8.

<sup>4</sup> "Very unsafe," "unsafe" and "neither safe nor unsafe" are considered less than safe.

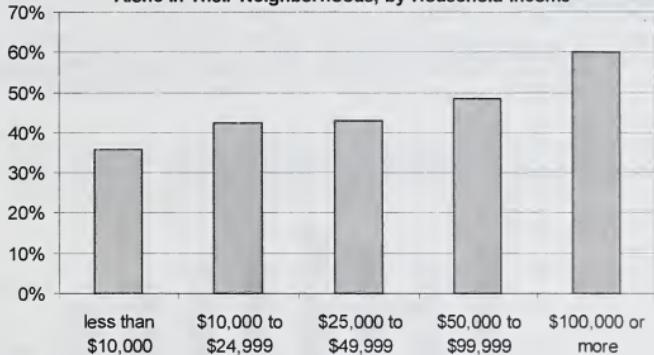
## **Feelings of Safety Are Linked to Race, Income and Victimization**

In addition to the area of the City in which one lives, race, income and whether one has been a victim of a crime have strong effects on feelings of safety in one's neighborhood.

White San Franciscans feel safer than African-Americans, Latinos and Asian/Pacific Islanders.<sup>5</sup> In 2004, 13% of white respondents report that they feel less than safe walking alone in their neighborhoods both day and night, compared to 42% of Latinos, 32% of African-Americans, and 21% of Asian/Pacific Islanders.

Respondents in households with incomes of \$100,000 or more in 2003 feel safer than others, with 60% reporting that they feel safe walking alone in their neighborhoods both day and night. The U.S. Department of Justice's National Crime Victimization Survey finds that in 2002 people in households with annual incomes under \$75,000 were robbed at a significantly higher rate, and people in households with incomes under \$50,000 were more likely to be victims of rape/sexual assault than people living in higher-income households.

**Percentage of People Who Feel Safe Walking Alone in Their Neighborhoods, by Household Income**



At night, female respondents are less likely to feel safe than male respondents. Residents at least 60 years of age feel less safe than younger respondents. The National Crime Victimization Survey reports that persons age 65 or older were disproportionately affected by property crimes, but younger people are more likely to experience a violent crime.

Not surprisingly, crime victims feel less safe than respondents who did not experience crime. Victims of violent crime are one-fourth as likely to feel safe walking alone in their neighborhoods (day and night) as non-victims.

<sup>5</sup> The differences between African-Americans and other groups are not significant on a one-year basis, but African-Americans consistently feel less safe than whites over the past four and eight years of the survey.

## **Violent Crimes Drop, but Property Crimes Rise**

About 4% of survey respondents state they were victims of a violent crime (mugging, assault, battery or sexual assault) during the 12 months prior to completing the survey, a lower percentage than in several previous survey years. Although the number of respondents is too small to be indicative of a lower violent crime rate citywide, the San Francisco Police Department reports a drop in violent crimes from January–June 2003 (the most recent data available) compared to the same period in 2002.

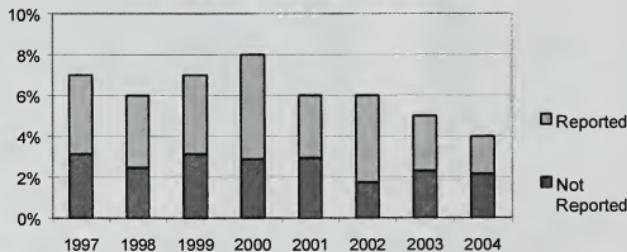
Almost a quarter (23%) of survey respondents were victims of a nonviolent crime (such as burglary and car theft) during the preceding 12 months, up from the previous three years. The San Francisco Police Department reports an increase in nonviolent, or property, crimes during the first six months of 2003 compared to the same period in 2002.

Rising nonviolent and dropping violent crime rates appear to be a statewide trend. According to the California Department of Justice, during the first six months of 2003, the number of reported violent crimes decreased 3.7% and the number of property crimes increased 3.4% compared to the same period in 2002.

## **About Half of Victims Reported Crimes to the Police**

About half of this year's survey respondents who were victims of all types of crimes reported the incidents to the police. Of the violent crime victims, 46% reported the incidents to the police, compared to 49% of nonviolent crime victims.

**Violent Crime and Reporting Rates Over Time**



"Some were not reported because you just know that nothing will happen. If nothing happens to drug users and pushers, why would they care about a smashed window to steal my radio? I am the victim of the victimless crimes." — 45-59 year old white man, District unknown.

The primary reasons respondents give for not reporting crimes are that it is not worth the effort or that the police will not do anything. Some comments reflect a perception that the police are ineffectual and unhelpful based on respondents' experiences of: (1) the Police Department not answering the phone or placing the victim on hold for a long time; (2) officers not showing up to a call/crime scene; and (3) the police not following through or resolving the crime. Some victims say they do not report crimes because the crime was too minor or that another entity was involved, such as an insurance company.

## Fewer Than Half of Respondents Feel Safe Crossing the Street

Similar to last year, 45% of survey respondents feel safe or very safe crossing the street. Those who do not feel safe crossing the street mention traffic violations such as running through red lights and stop signs and speeding as reasons. Perceptions of safety crossing the street have improved since 2001, but still average to "neither safe nor unsafe" crossing the street.

Asian/Pacific Islanders feel safer crossing the street than members of other ethnic groups. District 6 residents feel less safe crossing the street than those that live elsewhere. Respondents who have been victims of nonviolent crime in the past year feel less safe than non-victims do when crossing the street.

According to the California Highway Patrol, "In San Francisco, red light violators cause approximately 25% of all injury collisions at signalized intersections. Over the past five years San Francisco motorists running red lights have averaged 786 injury crashes with 1,324 annual injuries."

"Bush and Franklin Intersection: I have seen about five accidents and have seen people get hit. Very alarming, and am wondering if it has something to do with the stoplight. I am very concerned about why there are so many problems there." — District 6 resident.

## SURVEY RESPONSES

### **How safe would you feel walking alone in your neighborhood:**

	Very Unsafe 1	Unsafe 2	Neither Safe Nor Unsafe 3	Safe 4	Very Safe 5	Number of Responses	Mean Score*
During the day?	2%	5%	13%	39%	41%	1,546	4.12
At night?	9%	19%	25%	36%	11%	1,509	3.21

### **How safe do you feel crossing the street?**

	Very Unsafe 1	Unsafe 2	Neither Safe Nor Unsafe 3	Safe 4	Very Safe 5	Number of Responses	Mean Score*
	8%	22%	25%	37%	8%	1,543	3.16

### **In the past 12 months, have you been a victim of a crime, and, if so, was it reported to the police? (If more than once, please answer for the last time.)**

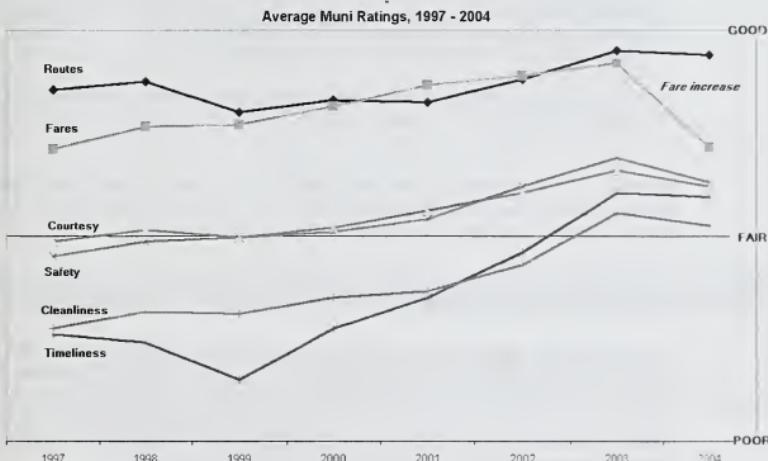
	Was a Victim/ Did Report Crime		Was a Victim/ Did Not Report Crime		Was Not a Victim of Crime	Number of Responses
	Did Report Crime	Did Not Report Crime				
Violent crime (such as a mugging, assault, battery or sexual assault)	2%		2%		96%	1,553
Nonviolent crime (such as a burglary or car theft)	11%		12%		77%	1,399

\*Scores range from 1 = very poor to 5 = very good, so a higher mean score is more favorable.

## Public Transportation

### No Improvement in Muni Ratings This Year

San Franciscans rate the Muni transit system at levels similar to or lower than 2003, a year in which survey respondents viewed the transit system more favorably than in any of the previous six years.<sup>6</sup> However, in most categories Muni's ratings remain higher than they were in years 1997-2002.



This year's respondents rate Muni fares sharply lower than they were rated in 2003. On a scale of 1 to 5, with 5 being "very good" and 1 being "very poor," fares receive an average score of 3.42, the lowest since 1997. About half of 2004 respondents rate fares good or very good, compared to at least 60% of respondents during the prior three years. The drop in residents' perceptions of fares corresponds with Muni's first fare increase since

<sup>6</sup> Data for 2001 through 2004 have been weighted to provide equal representation among the 11 supervisorial districts of the City. For years before 2001, we do not have the district of residence for survey respondents, so data have not been weighted. These unweighted data are not directly comparable to the weighted data, although in many cases the effect of weighting is small.

1992. On September 1, 2003, regular adult fares rose 25 cents to \$1.25, and the cost of a monthly Fast Pass increased \$10 to \$45.

Respondents also report feeling less safe on Muni this year compared to a year ago, despite the fact that Muni has recorded fewer crime incidents two years in a row. The survey does not ask what aspect of Muni makes respondents feel unsafe.

The convenience of Muni's routes receives the most favorable scores, with 73% of respondents choosing good or very good and only 6% choosing poor or very poor. As in prior years, San Franciscans view the cleanliness of Muni's buses, trolleys and cable cars more negatively, with almost a quarter (23%) of respondents grading the transit system's cleanliness as poor or very poor.

Although San Franciscans assess Muni's timeliness and reliability similarly to a year ago, Muni's rating in this category is up dramatically since 1999, when it was Muni's worst-rated category by far. This year, 42% of respondents evaluate Muni's timeliness and reliability as good or very good, while 22% are dissatisfied with Muni's performance in this area.

"I find the timeliness of the Muni is extremely unreliable, which can often be very inconvenient. I believe that there should be a set schedule that is strictly obeyed. If there will only be one bus during the course of an hour, it would be nice to at least know when it's coming, rather than waiting around in anticipation of a bus claiming to come every 20 minutes." — District 5 man, 30-44 years old.

"Muni services have improved over the past decade but are still fairly unreliable...Courtesy and bus cleanliness need improvement." — District 8 man, 60-74 years old.

According to Muni, between July and December 2003 the system's buses, trolleys, cable cars and metro were on time 63% to 69% of the time, depending on the month. Muni defines "on time" as no more than one minute early or four minutes late.

## Frequent Muni Ridership Is Linked to Neighborhood, Income, Race

Almost half of this year's respondents are frequent Muni riders, which this survey defines as people taking Muni at least several times a week. Unlike visitors to the libraries, the more one rides the Muni transit system the lower one tends to rate it. This pattern is not unique to San Francisco—people usually visit libraries if they enjoy them, while they take public transportation out of necessity. Only in rating the convenience of Muni's routes do frequent Muni riders grade Muni more favorably than do infrequent riders.

The following factors influence the likelihood of riding Muni frequently:

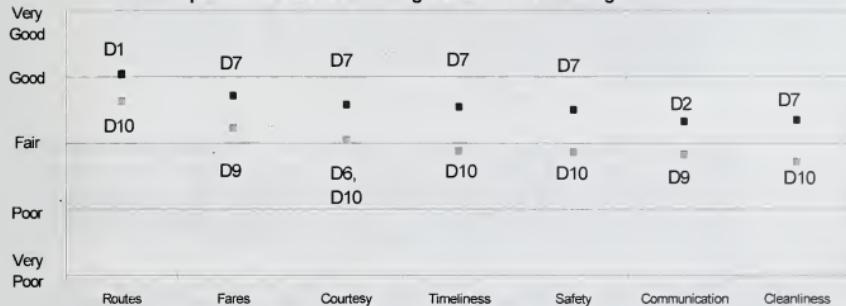
- Income. Renters and those with household incomes under \$50,000 are significantly more likely to use Muni frequently than homeowners and those with higher incomes. However, the odds of being a frequent Muni rider are significantly lower for those who work less than 15 hours a week, probably because they do not use Muni to commute to work.

- Geography. With easy access to buses, Muni metro, streetcars and cable cars, residents of the central part of San Francisco (Castro/Noe Valley, Inner Sunset and Western Addition, South of Market/Downtown) are much more likely to ride Muni frequently than other San Franciscans. Sixty-nine percent of District 6 respondents take Muni several times a week, compared to just 38% of District 2 respondents.<sup>7</sup>
- Race/Ethnicity. About half (52%) of nonwhite San Franciscans ride Muni frequently, compared to 45% of white respondents.

### Southeast Residents Are Least Satisfied With Muni

San Franciscans who live in the southeastern corner of the City tend to view Muni services considerably less favorably than residents of other parts of the City. In all seven categories of service, either District 9 or District 10 has the lowest mean scores (District 6 ties with District 10 in rating driver courtesy).

**Supervisoral Districts With Highest and Lowest Ratings of Muni Service**



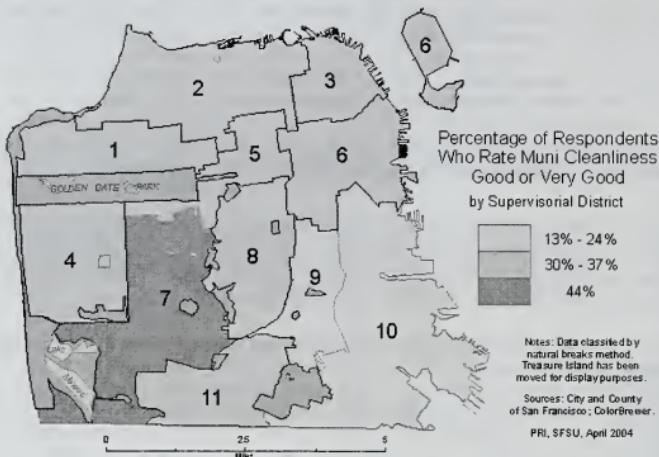
The differences between the high and low average scores for each category are substantial. District 10 rates Muni's timeliness and reliability two-thirds of a point lower than District 7. District 10 residents also rate Muni's safety and cleanliness significantly lower than District 7 residents.

"Muni is fairly clean, and the major routes are reliable; however, the non-commute hours and neighborhood lines are very often NOT reliable." — District 7 woman who has lived in San Francisco more than 19 years.

"Muni bus drivers do not pull into the bus stops and block traffic. Muni buses come in groups and are not well spaced in timing."—District 9 woman, 45-59 years old.

<sup>7</sup> While differences in income by district play a part in the frequency of riding Muni, central location is a significant factor even for respondents of similar income levels.

# MUNI Cleanliness



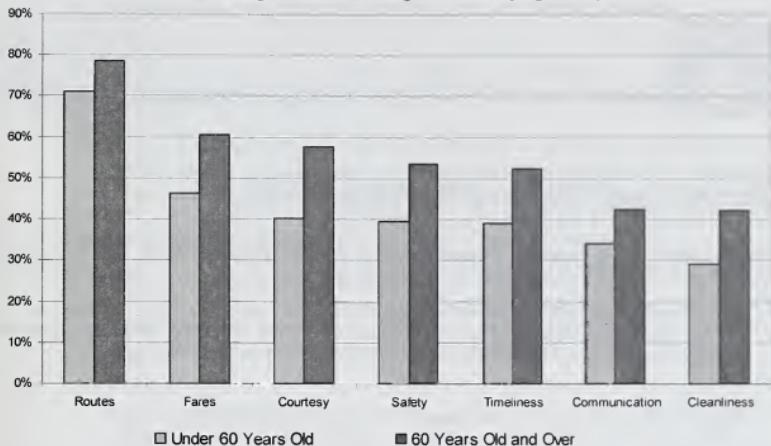
One would expect perceptions of Muni's cleanliness to vary little across districts since most routes travel through different parts of the City. A 19-Polk bus that is unclean when it leaves Potrero Hill will still be dirty when it arrives at Ghirardelli Square, and vice versa. Hence, the cleanliness ratings seem to reflect southeast residents' relative dissatisfaction with Muni, and perhaps all City services, compared to other residents.

## Older Respondents Rate Muni More Favorably; Whites and African-Americans Give Higher Ratings in Some Categories

In all categories, people over 60 are significantly more likely to rate Muni favorably than younger San Franciscans. The difference is probably due in part to the discounted fare those 65 and older pay (35¢, compared to \$1.25 for adults ages 18-64). In addition, the senior fare did not increase as part of the fare hike in September 2003. However, those over 60 years old rate Muni higher in all categories of service, not just fares. They may feel better about Muni service in relation to what they pay for it.

While they ride Muni less frequently, white San Franciscans rate routes, fares and safety of Muni more favorably than nonwhites, particularly Asian/Pacific Islanders and Latinos. African-Americans also give relatively positive ratings to Muni's timeliness and driver courtesy. Latinos and Asian/Pacific Islanders are most likely to be frequent Muni riders, and are least satisfied with courtesy, convenience and fares.

Percentage Favorable Ratings for Muni, by Age Group



## **SURVEY RESPONSES**

***In general, how do you rate the quality of the Muni transit system in the following categories?***

	Very Poor 1	Poor 2	Fair 3	Good 4	Very Good 5	Number of Responses	Mean Score*
Convenience of routes	1%	5%	21%	51%	22%	1,426	3.87
Timeliness/reliability	6%	16%	36%	36%	6%	1,417	3.20
Cleanliness	7%	16%	45%	29%	3%	1,427	3.05
Fares	4%	11%	36%	38%	11%	1,422	3.42
Safety	5%	13%	39%	37%	6%	1,424	3.25
Communication to passengers	8%	18%	38%	31%	5%	1,365	3.07
Courtesy of drivers	7%	12%	37%	36%	8%	1,417	3.25

\*Scores range from 1 = very poor to 5 = very good, so a higher mean score is more favorable.

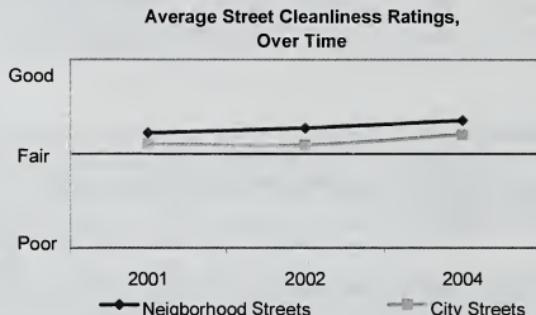
***Typically, how often do you ride Muni?***

	Never	Once or Twice/ Month	Several Times/ Month	Once or Twice/ Week	Several Times/Week	Daily	Number of Responses
	9%	20%	12%	11%	16%	32%	1,536

## Street and Sidewalk Conditions

### Residents Find Streets Cleaner but Express Frustration

About half (52%) of residents rate neighborhood street cleanliness as "good" or "very good." This represents an improvement over 2001 and 2002, when 39% and 45%, respectively, gave favorable ratings for neighborhood street cleanliness.



*Note: Question not asked in 2003 survey*

This year's survey includes a new question about cleanliness of sidewalks. Sidewalks receive less favorable ratings (46% good or very good) than the streets from curb to curb. It is worth noting that respondents may have included sidewalk conditions in their ratings of street cleanliness prior to the addition of the sidewalk question in 2004. Other possible explanations for the improved ratings are increased cleaning activity by the Department of Public Works, and decreased activity on the streets and sidewalks during the slower economy.

Opinions about street pavement conditions have improved since 2001, but not since last year. Only 27% rate citywide pavement conditions as good or very good, compared to an even lower 22% in 2001. According to the Department of Public Works, it is unlikely that pavement conditions will improve anytime soon. Losses in state transportation funds for street repaving will reduce the annual number of blocks repaved by one-third.

"The streets of San Francisco look like Swiss cheese..." — District 10 man, with children.

## Neighborhood Streets and Sidewalks Score Higher Than City's

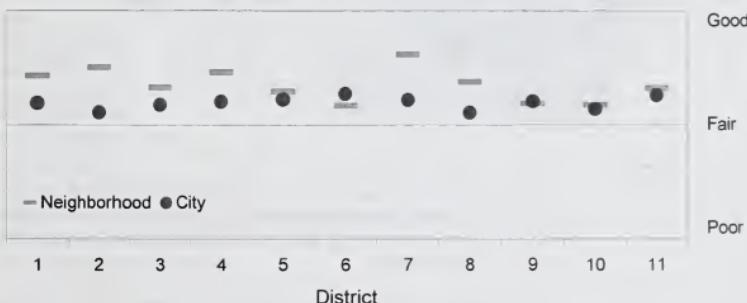
With few exceptions, residents view the conditions of the streets and sidewalks in their neighborhoods more favorably than in the City as a whole. While 46% of respondents rate the cleanliness of the sidewalks in their neighborhoods favorably, only 20% consider the City's sidewalks to be good or very good. Likewise, 52% rate neighborhood street cleanliness positively, but only 30% do so for city street cleanliness.

Opinions on neighborhood and citywide street pavement conditions follow a similar pattern as sidewalk and street cleanliness, but the differences between neighborhood and citywide scores are less extreme. Forty-three percent find neighborhood pavement conditions to be good or very good, versus 27% for pavement conditions citywide.

"It is a beautiful city, but our streets are embarrassing! Downtown, tourist areas, Mission, yuck! The neighborhoods seem a bit better in terms of cleanliness, but here the streets really need repairs." — District 9 resident in household with income of \$100,000 or more.

This preference for one's own neighborhood is particularly strong in Districts 2 and 7. Seventy percent of residents in District 2 and 76% of residents in District 7 rate neighborhood street cleanliness favorably compared to favorable scores of 19% and 30%, respectively, for streets citywide. Districts 9 and 10 rate neighborhood and citywide street and sidewalk cleanliness equally, and District 6 residents believe citywide streets and sidewalks are actually cleaner than those found in their neighborhood.

### Neighborhood Street Cleanliness Ratings by Supervisoral District

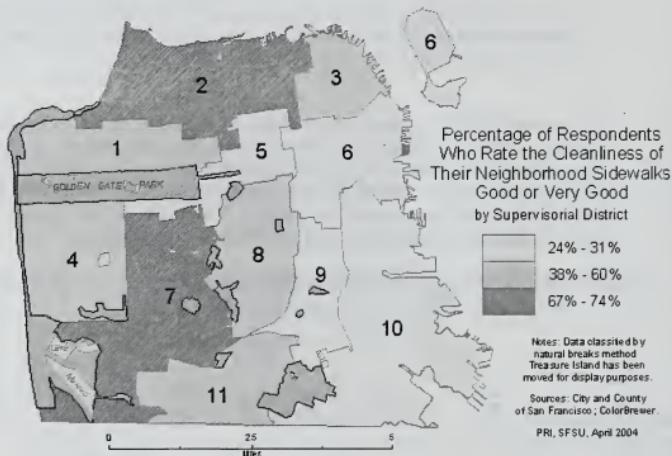


## Neighborhood Streets and Sidewalks Rate Worse in Southeast

As in the past, residents of the southeast portion of the City score their neighborhood street conditions among the worst in the City.

- Respondents from District 7 in the western part of the City are 12 times as likely to consider neighborhood sidewalks clean as are residents from District 6 (downtown/south of Market).
- For sidewalk cleanliness, both the central and the southeast are less likely to give neighborhood sidewalks favorable scores. Only 36% of residents from the southeast and 37% from the central areas rate neighborhood sidewalk cleanliness as good or very good. In the west and north, 63% and 52%, respectively, rate neighborhood sidewalks as good or very good.

## Sidewalk Cleanliness

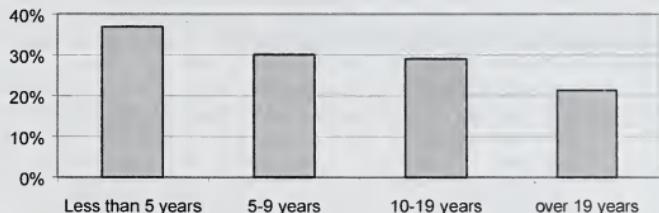


- Only 39% of the respondents from the southeast area (District 9, 10 and 11) rate neighborhood street cleanliness favorably. This is considerably lower than the west and north areas, where 65% and 58%, respectively, give neighborhood streets a favorable rating.
- Thirty percent of the residents in the southeast portion of the City rate pavement conditions of neighborhood streets as "poor" or "very poor." This differs from San Franciscans living in the northern and western parts of the City where poor or very poor ratings are 18% and 19%, respectively.

## Sidewalks and Streets Look Better When You're New

Recent arrivals to San Francisco (those living here less than five years) rate sidewalk and street conditions higher than those who have lived in the City five years or longer.

Percentage of Residents Who Rate Their Neighborhood Sidewalks Favorably



- Asian/Pacific Islander and Latino respondents are more likely to rate citywide sidewalks and pavement conditions positively than other groups.
- Residents whose annual household income is less than \$50,000 rate pavement conditions of city streets better than those earning \$50,000 per year or more.

### SURVEY RESPONSES

#### How do you rate the cleanliness of the sidewalks:

	Very Poor 1	Poor 2	Fair 3	Good 4	Very Good 5	Number of Responses	Mean Score*
In your neighborhood?	10%	16%	28%	34%	12%	1,558	3.23
Citywide?	10%	25%	45%	18%	2%	1,516	2.78

#### How do you rate the cleanliness of the streets:

In your neighborhood?	7%	11%	30%	38%	14%	1,547	3.39
Citywide?	7%	18%	45%	27%	3%	1,516	3.01

#### How do you rate the condition of the pavement of the streets:

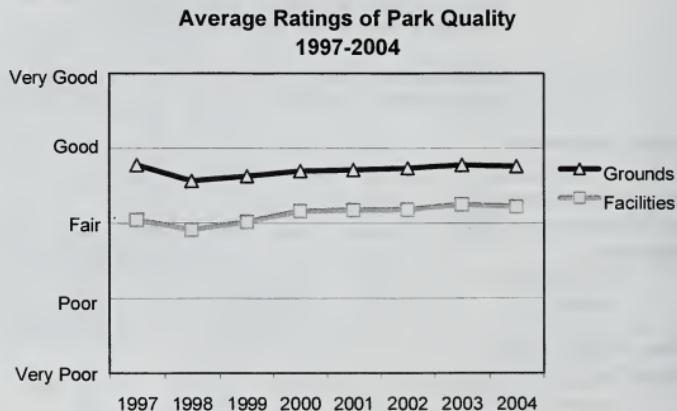
In your neighborhood?	8%	15%	34%	36%	7%	1,546	3.19
Citywide?	10%	22%	41%	25%	2%	1,507	2.88

\*Scores range from 1 = very poor to 5 = very good, so a higher mean score is more favorable.

## Parks and Recreation

### Ratings of Park Quality Remain Constant

As in previous years, San Franciscans view the quality of park grounds more favorably than park facilities. More than two out of three San Franciscans rate the quality of the City's park grounds as "good" or "very good," but only 39% give high marks to the cleanliness and maintenance of park facilities. Park grounds and park facilities received similar ratings last year, but scores are better than in 1998, when only 58% and 28% of respondents rated the grounds and facilities favorably, respectively.<sup>8</sup>



<sup>8</sup> Data for 2001 through 2004 have been weighted to provide equal representation among the 11 supervisorial districts of the City. For years before 2001, we do not have the district of residence for survey respondents, so data have not been weighted. These unweighted data are not directly comparable to the weighted data, although in many cases the effect of weighting is small.

"I use the parks and love them dearly, but I am extremely concerned about public parks being used as toilets by the homeless." — District 5 woman, 20-29 years old.

### Ratings of Programs for Children Decline

This year's survey respondents have lower opinions of the quality of recreational programs for children and youth compared to a year ago, with 51% of respondents choosing good or very good, a 6% decline from 2003. Programs for adults receive 44% favorable ratings. Similar to previous years, 56% of respondents have favorable opinions of the convenience (locations and hours) of City recreation programs. Survey results this year do not indicate a significant difference in household participation in recreation programs from prior years.

"There should be access to closed-in schoolyards for children to play and ride their bikes and skate, etc., considering how unsafe it is on the sidewalks...We need more upgraded neighborhood parks with upgraded picnic areas, as well as barbecue pits, working water fountains, longer hours for the gyms." — District 10 woman, 45-59 years old.

The Recreation and Park Department reports that in the 2002-2003 fiscal year, pre-school age children participated in a recreation program 627,945 times; children aged 6-12 years old participated 1,759,219 times; and teenagers 1,155,900 times.

About four in five respondents (79%) who had an interaction with Recreation and Park staff rate those interactions favorably. However, only 30% say they interacted with staff.

"I frequently use the Golden Gate Park tennis courts. They are kept in good condition, and the Rec & Park employees are very good and a pleasure to work with." — District 7 woman, 60-74 years old.

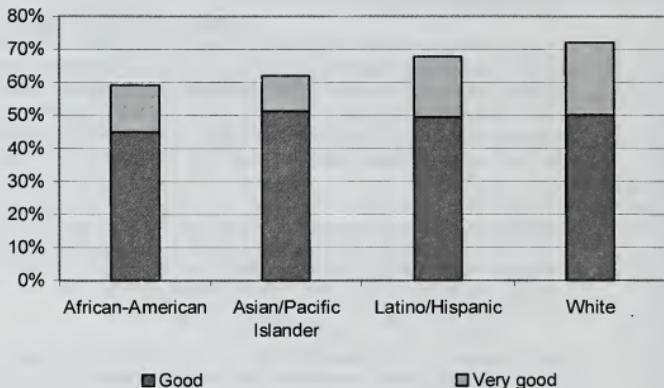
### African-Americans, Asian/Pacific Islanders and Long-Time Residents View Parks Less Favorably

Over the past four years of the survey, African-Americans have rated most aspects of parks and recreation programs less favorably than whites.<sup>9</sup> (The exception is the quality of interaction with Recreation and Park Department staff.) In the case of park grounds

<sup>9</sup> The number of African-Americans in the survey sample each year is small, but differences observed each year are similar, so combining several years' data allows for analysis of differences. The patterns described appear to hold for the past eight years of the survey; however, we are considering 2001-2004 in particular because we are able to weight the data for those years to make up for any uneven representation of the eleven districts of the City.

and children's recreation programs, African-Americans are also less positive than Asian/Pacific Islanders and Latinos. Of the four major ethnic/racial groupings used in the survey, African-Americans visit parks and use recreation programs the least and whites use them the most. Whites also give the most favorable ratings of park grounds.

### Favorable Ratings of Park Grounds by Ethnicity



Those residents that have lived in the City for less than five years are twice as likely to rate park grounds and facilities favorably as long-time residents (residing five or more years). Only 37% of the residents who indicate that they have lived in San Francisco five years or longer rate the park facilities favorably, compared to 52% of the residents who have lived here less than five years. In addition, long-time residents are less likely to visit parks on a frequent (once or more a month) basis.

### Park Visits Remain About the Same

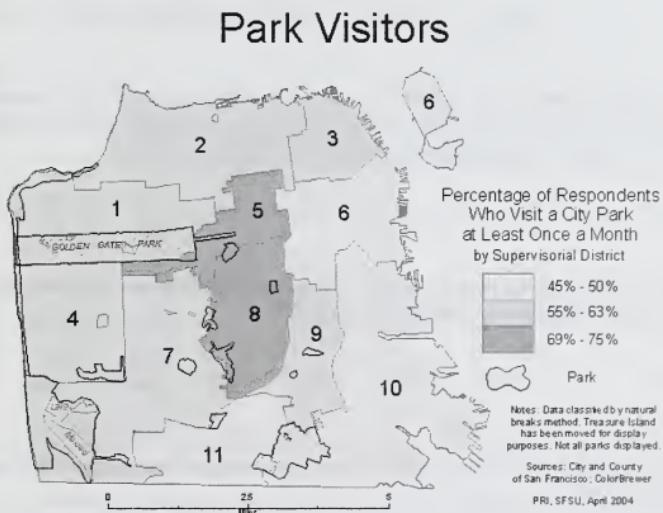
San Franciscans are visiting parks and participating in recreational programs at almost the same level as a year ago. Well over half of respondents (59%) report going to a City park at least once a month in the past year. About a third of San Franciscans (35%) visit City parks at least once a week.

White people are twice as likely to visit parks frequently as Latinos, four times as likely as Asian/Pacific Islanders, and five times as likely as African-Americans.

## Southeastern Residents Visit Parks Least Often, Rate Them Least Favorably

Although there is a large park in the area – McLaren Park – residents of the southeastern part of the City visit City parks less frequently and rate the quality of park grounds and facilities less favorably than do those in the rest of the City. About half (51%) of southeastern area residents visit parks frequently. Central area residents go to City parks the most frequently, with 65% visiting a park at least once a month. These residents are also almost twice as likely to rate park grounds favorably than residents of the southeast. The 2001 City Survey found that the most frequently used City parks were: (1) Golden Gate Park, (2) Dolores Park, and (3) the Marina Green.

Specifically, residents of Supervisorial Districts 10 and 11 rate the quality of park grounds least favorably and visit parks least often. Those in Districts 5 and 8 visit City parks most frequently. Park usage by district is shown on the following map.



## SURVEY RESPONSES

### **How do you rate the City's parks and/or recreational programs in the following categories?**

	Very Poor 1	Poor 2	Fair 3	Good 4	Very Good 5	Number of Responses	Mean Score*
Quality of grounds (landscaping, plantings)	2%	5%	26%	49%	18%	1,438	3.76
Condition of facilities (cleanliness, maintenance)	5%	14%	42%	33%	6%	1,361	3.22
Convenience of recreation programs (location, hours)	3%	8%	34%	45%	10%	927	3.52
Quality of programs and activities for adults (18 and over)	4%	15%	37%	37%	7%	688	3.29
Quality of programs and activities for children (under 18)	4%	12%	33%	39%	12%	622	3.42

### **In the past year, how often did you visit a City park?**

Never	Once or Twice/Year	Several Times/Year	At Least Once/Month	At Least Once/Week	Number of Responses
7%	13%	22%	24%	34%	1,543

### **In the past year, have you or anyone in your household participated in a program or activity of the Recreation and Park Department (such as classes, athletic leagues, art programs, swimming, child development and latchkey programs)?**

Yes	No	Number of Responses
21%	79%	1,530

### **In your use of City parks, recreation programs, and facilities, did you have any interaction with City Recreation and Parks staff?**

Yes	No	Number of Responses
30%	70%	1,408

### **If YES, how would you describe the overall quality of your interaction with Recreation and Parks staff?**

Very Poor 1	Poor 2	Fair 3	Good 4	Very Good 5	Number of Responses	Mean Score*
1%	5%	16%	52%	26%	423	3.97

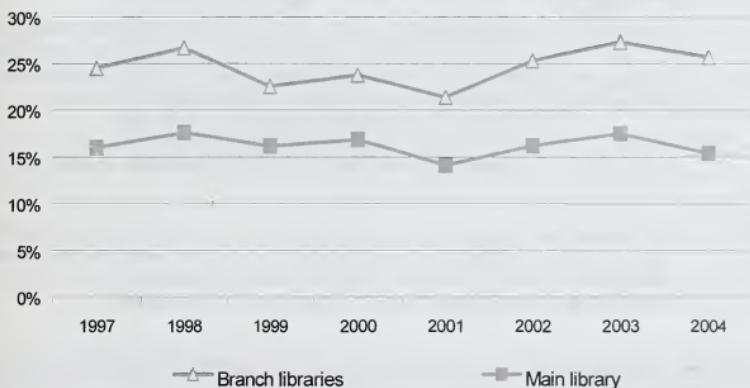
\*Scores range from 1 = very poor to 5 = very good, so a higher mean score is more favorable.

## Libraries

### Library Visits Have Declined Slightly

The proportion of survey respondents who use the City's libraries frequently has fluctuated slightly since 1997.<sup>10</sup> Twenty-six percent of this year's respondents visited a branch library at least once a month in the past year, while 15% visited the main library at least once a month.

**Percentage of San Franciscans Who Visited a City Library at Least Once a Month, 1997-2004**



In addition to the main library, there are 26 branch libraries in the City. Since 1997, between 58% and 66% of survey respondents report visiting a branch library at least once a year, and from 58% to 64% visit the City's main library at least once a year. In general, people use public libraries more in slower economic times.

<sup>10</sup> Data for 2001 through 2004 have been weighted to provide equal representation among the 11 supervisorial districts of the City. For years before 2001, we do not have the district of residence for survey respondents, so data have not been weighted. These unweighted data are not directly comparable to the weighted data, although in many cases the effect of weighting is small.

According to the San Francisco Public Library, in fiscal year 2002-2003 the Main and branch libraries circulated 6.8 million books and materials to the public – an increase from previous years – and library staff answered 2.8 million customer questions. Circulation and staff responses are projected to be somewhat lower in FY2003-2004, as libraries are experiencing a slight decline in visitors, perhaps reflecting an improving economy.

Renters are 2.3 times as likely to be frequent users of the main library as homeowners, but homeowners and people with children are more likely to be frequent users of branch libraries. People whose household income is \$50,000 or more annually are somewhat less likely to be frequent users of the main library than those with lower incomes.

### **Most San Franciscans Rate Libraries Favorably**

As in previous years, most San Franciscans hold positive impressions of the City's libraries. Overall, quality ratings for library collections and staff assistance improved from 1997 to 2003, but did not change significantly this year. Seventy-one percent of respondents rate collections "good" or "very good"—the same percentage as last year—and 81% describe the quality of assistance provided by library staff members as good or very good.

Frequent library users consistently rate the libraries more highly in every category than less frequent users.

In addition, people who are 60 years or older and people who have children under age 18 rate the quality of library materials significantly higher than do other respondents. Respondents who are 60 years or older also appreciate the quality of assistance at the libraries and are twice as likely to rate these services highly as other respondents.

"Libraries are excellent (both Main and branches)." — District 9 woman, between 60 and 74 years old.

Respondents rate library programs and activities highly. Seventy percent of respondents describe programs and activities for adults as good or very good, and 78% rate programs and activities for children as good or very good. Notably, people over 60 are nearly seven times as likely to rate programs for youth highly as are other respondents.

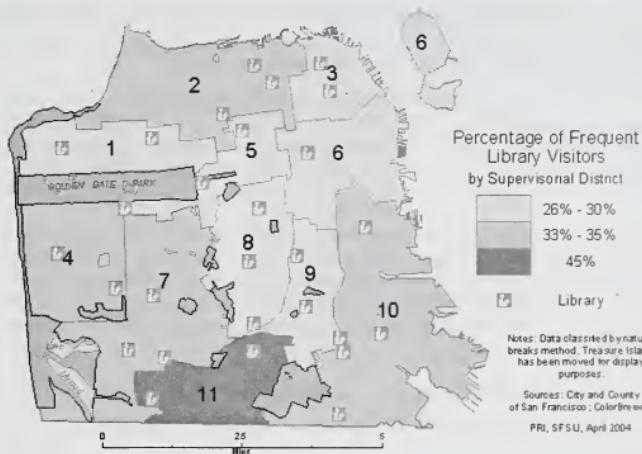
### **District 11 Residents Use Libraries More Frequently Than Do Other San Franciscans**

Residents of Supervisoral Districts 4, 10 and 11 are the most frequent library visitors, with District 11 residents reporting significantly more library use than other San Franciscans. Respondents in District 11 also visited libraries more this year than in past years. In 2003, 30% of District 11 respondents visited a library at least once per month; in 2004, 45% visited that often. Library staff note that the Excelsior branch library was closing for renovation in November 2003 and patrons may have wanted to use it as much as possible before the closure.

Consistent with prior years' results, proximity influences library usage. Residents of the Central districts—Supervisorial Districts 5, 6 and 8—visit the main library more often, and branch libraries less often, than other respondents.

"Branch libraries are not good enough—small and cramped."—District 8 man who visits the main library at least once a month.

## Library Visitors



## **SURVEY RESPONSES**

### ***In general, how do you rate the City's libraries in the following categories?***

	<b>Very Poor</b> <b>1</b>	<b>Poor</b> <b>2</b>	<b>Fair</b> <b>3</b>	<b>Good</b> <b>4</b>	<b>Very Good</b> <b>5</b>	<b>Number of Responses</b>	<b>Mean Score*</b>
Collections of books, tapes, etc.	1%	5%	23%	49%	22%	1,163	3.86
Assistance from library staff	0%	3%	16%	49%	32%	1,120	4.09
Programs and activities for adults (18 and over)	2%	6%	32%	46%	14%	546	3.66
Programs and activities for children (under 18)	1%	6%	25%	49%	19%	489	3.79

\*Scores range from 1 = very poor to 5 = very good, so a higher mean score is more favorable.

### ***In the past year, how often did you visit the City's libraries?***

	<b>Never</b> <b>1</b>	<b>Once or Twice per year</b> <b>2</b>	<b>Several Times per Year</b> <b>3</b>	<b>At Least Once per Month</b> <b>4</b>	<b>At Least Once per Week</b> <b>5</b>	<b>Number of Responses</b>
Main Library	37%	26%	22%	11%	4%	1,518
Branch Libraries	34%	18%	22%	18%	8%	1,487

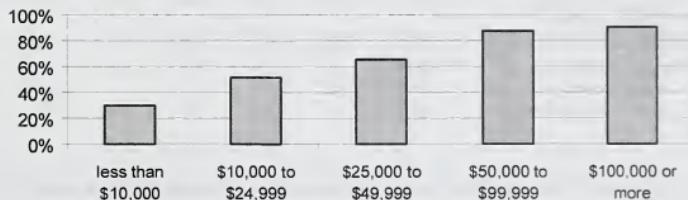
## Internet Usage

### Online Shoppers Are Likely to Be Younger, Have Higher Incomes, and Have Some College Education

In 2004, 86% of survey respondents indicate they have Internet access, either at home or at other locations. The survey asked the Internet usage questions to telephone respondents only. Seventy-three percent of respondents who have Internet access made purchases online in 2003. The most popular category was books, CDs, DVDs, toys and games.

Of survey respondents who are Internet users, those under 60 years old were seven times as likely to make purchases as people 60 or older. Internet users earning \$50,000 or more per year were 4.4 times as likely to make online purchases as those earning less than \$50,000. Further, Internet users who had some college education were 3.5 times as likely to make online purchases as those who had no college education.

**Percentage of Survey Respondents Who Made Internet Purchases in 2003 by Income Category**

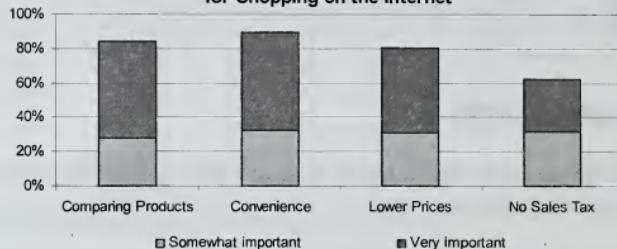


### Convenience of Ordering and Comparing Products Are Most Important to Internet Buyers

Asked to rate the importance of four factors in choosing to shop on the Internet rather than in stores, respondents emphasized convenience of ordering and ease of comparing

products. Eighty percent consider the ability to find lower prices important, compared to only 63 percent rating sales tax avoidance as important.

#### Percentage of Survey Respondents' Preferences for Shopping on the Internet



#### ***Did you make any purchases over the Internet in 2003?***

	Yes	No (but have access)	No Internet Access	Number of Responses
	63%	23%	14%	458

#### ***Thinking of all the purchases you made over the Internet in 2003, how much would you say you spent in each of the following categories?***

	None	\$1-\$99	\$100-\$249	\$250-\$499	\$500-\$999	\$1,000 or more	Number of Responses
Books, CDs, DVDs, toys, games, etc.	13%	28%	29%	15%	8%	7%	280
Clothing, shoes, jewelry, accessories, toiletries	33%	16%	19%	15%	9%	8%	280
Computers, software	41%	15%	11%	7%	11%	15%	282
Furniture, appliances, tools, household items	54%	14%	14%	9%	5%	4%	281
Hobby or sports equipment	65%	11%	10%	8%	3%	3%	281

#### ***How important are the following reasons for shopping on the Internet rather than in stores?***

	Not at All Important 1	Not Very Important 2	Somewhat Important 3	Very Important 4	Number of Responses	Mean Score*
Ability to compare products	4%	11%	28%	57%	289	3.37
Convenience of ordering	5%	6%	32%	57%	287	3.43
Lower prices	6%	14%	31%	49%	285	3.23
Not having to pay sales tax	14%	23%	32%	31%	281	2.79

\*Scores range from 1 = not at all important to 4 = very important, so a higher mean score is more important.

Chapter  
**7**

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## Demographic Information

### Survey Respondents and the San Francisco Population

The following tables show the demographic characteristics of survey respondents. Where available, information on the San Francisco population is included to give us an idea of how well the survey sample represents the population. Unless otherwise indicated, comparison data refer to adult San Franciscans.

#### Individual Characteristics

Compared to the general population, the survey sample includes fewer people in the under-30 age group, fewer men, fewer African-American, Asian/Pacific Islander and Latino/Hispanic respondents, and more white respondents.

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#### **What is your age?**

	<b>Under 20</b>	<b>20-29</b>	<b>30-44</b>	<b>45-59</b>	<b>60-74</b>	<b>Over 74</b>	<b>Number of Responses</b>
2004 City Survey	1%	14%	35%	27%	15%	8%	1,523
2002 American Community Survey	2%	18%	36%	23%	13%	8%	

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#### **What is your sex?**

	<b>Female</b>	<b>Male</b>	<b>Number of Responses</b>
2004 City Survey	54%	46%	1,523
2002 American Community Survey	50%	50%	

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**Which of these comes closest to describing your ethnic background?**

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	African-American/ Black	Asian or Pacific Islander	Latino/ Hispanic	Native American/ Indian	White/ Caucasian	Mixed Ethnicity	Other	Number of Responses
2004 City Survey	3%	26%	9%	0%	56%	2%	4%	1,479
Census 2000	7%	30%	13%	<1%	47%	3%	<1%	

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**Which of these comes closest to describing your sexual orientation?**

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	Bisexual	Gay/Lesbian	Heterosexual/Straight	Number of Responses
2004 City Survey	4%	14%	82%	1,390

No statistics on sexual orientation are available for comparison.

**Employment, Income and Education**

Compared to the general population of San Francisco, a lower percentage of survey respondents works full-time but a higher percentage works at least 15 hours a week. Income distribution is similar to the 2000 Census estimate, with a slightly lower proportion of households with \$100,000 or more in annual income. City survey respondents are on average more educated than the general population, which is not uncommon in surveys.

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**How many hours a week do you work in paid employment?**

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	None	1 to 14	15 to 34	35 or more	Number of Responses
2004 City Survey	27%	4%	14%	55%	1,502
2002 American Community Survey (population 16 years and over)	28%	11%	2%	59%	

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**What was your household's total income before taxes in 2003?**

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	Less than \$10,000	\$10,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	Number of Responses
2004 City Survey	9%	15%	22%	28%	26%	1,258
2002 American Community Survey (Household income and benefits in 2002 inflation-adjusted dollars.)	10%	14%	20%	29%	28%	

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***What is the highest level of education you have completed?***

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	<b>Less than high school</b>	<b>High school</b>	<b>Less than 4 years of college</b>	<b>4 or more years of college/ post graduate</b>	<b>Number of Responses</b>
2004 City Survey	5%	12%	21%	62%	1,522
2002 American Community Survey (population 25 years and over)	16%	14%	22%	48%	

## **Household and Family Status**

The 2002 American Community Survey shows that 39% of San Francisco households consist of one person, compared to 23% of survey respondents. Twenty-one percent of survey respondents indicate that they have one or more children in their household, a proportion similar to the general population.

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***How many people live in your household?***

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	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5 or more</b>	<b>Number of Responses</b>
2004 City Survey	23%	40%	16%	12%	10%	1,517
2002 American Community Survey (households)	39%	31%	13%	9%	8%	

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***Are there any children under age 18 in your household?***

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	<b>Yes</b>	<b>No</b>	<b>Number of Responses</b>
2004 City Survey	21%	79%	1,537
2002 American Community Survey (households)	20%	80%	

## **Residence in San Francisco**

As in previous years, the survey underrepresents recently arrived residents because their address information is less stable.

### ***How long have you lived in San Francisco?***

	<b>Less than 1 Year</b>	<b>1-4 Years</b>	<b>5-9 Years</b>	<b>10-19 Years</b>	<b>Over 19 Years</b>	<b>Number of Responses</b>
2004 City Survey	3%	13%	16%	21%	47%	1,549
City Survey categories combined:	16%	Less than 5 Years		84%	Five or More Years	
2000 Census (people 5 yrs & older)		26%			74%	

### ***Do you own or rent your home?***

	<b>Own</b>	<b>Rent</b>	<b>Number of Responses</b>
2004 City Survey	42%	58%	1,517
2000 Census (all people)	42%	58%	

## **Survey Process and Methodology**

### **Purpose of the Survey**

The 2004 City Survey is part of an ongoing effort to measure and improve the performance of City government in San Francisco. Increasingly, government auditor-controller are reporting on "service efforts and accomplishments" as well as financial performance. Everyone needs information on the extent to which services are having their desired results; that is, the outcomes of the City's efforts. One of the most direct ways to measure outcomes is to ask the users of City services.

This is San Francisco's ninth annual City Survey (formerly called Citizen Survey). This year we asked a new question about the cleanliness of sidewalks in San Francisco. For the most part, however, we ask the same questions each year, to measure changes over time in people's experience and perceptions of City government services. With several years of data for comparison, we can better evaluate the success of policy and budget initiatives.

### **How Survey Results Are Used**

Several City departments use results of our annual survey to measure their performance toward their service goals. These include Muni, the Department of Public Works, the Police Department, the Recreation and Parks Department, and the Public Library. These performance measures are included each year in the Mayor's budget presentation and have been part of the Board of Supervisors' budget discussions. Many of them are also included in the Controller's report of community indicators, on the Web at [http://sfgov.org/community\\_indicators](http://sfgov.org/community_indicators). The survey results are most useful when considered in combination with other indicators—for example, feelings of safety may be tracked along with crime rates, and satisfaction with Muni along with the department's own measures of on-time performance.

The Mayor's Office is developing a management and information initiative called SF Stat, which will include a variety of data on City operations. Tracking, reporting and discussing indicators on a frequent basis is intended to help City departmental managers identify problems, make improvements and reallocate resources where needed. Periodic surveys of citizens provide a check on the effectiveness of these changes.

## **How the Survey Questions Are Developed**

The 2004 survey covers parks, recreation programs, libraries, public safety, public transportation (Muni), streets and sidewalks, Internet access and shopping (phone respondents only), and the performance of City government in general. Survey questions were developed to meet the following criteria:

- (1) the services or issues in question are of concern to a large number of San Franciscans;
- (2) services are visible to or used by enough people that a large number of survey respondents can rate them;
- (3) survey questions provide information that is not more easily obtained from another source; and
- (4) all questions fit on a one-piece mailer and do not take so long to complete as to discourage responses.

The omission of a service area does not necessarily reflect a lack of importance to the City, but may result from limits on the length of the survey, or an assessment that a citywide survey is not the best way to measure performance in that area. For example, we removed questions about the fire department from the survey after learning in 1996 that only a small proportion of our sample had sufficient experience to give an opinion of these services. In interpreting the results of the survey, it is worth noting that many factors influence the ratings of a particular service, including different expectations for different types of services. Similar surveys in other areas have found that certain services are consistently rated more highly than others. For example, libraries get higher ratings than transit in other cities, as well as in San Francisco.

## **Survey Methods and Response Rates**

We surveyed a total of 1,567 San Franciscans, using a mailed questionnaire, telephone interviews and, new to the survey this year, the option to complete the survey over the Internet. Of the total sample, 67% were surveyed by mail, 27% by telephone, and 6% on the Internet. Only those who had been contacted by telephone or mail were eligible to complete the survey on the Internet.

The survey research industry has documented a decline in cooperation rates in recent years, a trend consistent with the City Survey's cooperation rates. This year's cooperation rate improved for the telephone respondents and remained about the same for mail respondents. The option to complete the survey online probably helped cooperation rates this year.

The City Survey's telephone respondents give higher quality ratings than mail respondents on most items. Web respondents do not follow a specific pattern: on some questions they respond more like mail respondents and on others they answer similarly to the phone respondents. The Web respondents are almost all 30-59, mostly white, mostly college educated, work full time, and have high incomes.

## **Written Questionnaire**

In January 2004, the Controller's Office sent questionnaires to 5,500 randomly selected San Franciscans, with a letter explaining the purpose of the survey and how to complete it. Reminder postcards and a second copy of the survey followed after a few weeks. The number of potential respondents dropped to 4,795 due to surveys that were undeliverable because of incorrect or out-of-date addresses. By early March (our cutoff point to start analyzing results), we had received 1,099 responses, for a cooperation rate of 23% (compared to 24% the prior two years). The response rate for mail respondents measures the number of survey questionnaires returned out of the total number of valid addresses.

Before mailing the survey, we sent out a postcard with telephone numbers to call for a survey in Chinese or Spanish. There were 36 requests for Chinese-language questionnaires and 10 requests for the Spanish-language version. The postcard also provided the Web site address to complete the survey online in English, Chinese or Spanish. We numbered each questionnaire in order to track responses, but asked respondents to remove the page with their name and address. Mailing labels also included a password that, along with the questionnaire number, would allow respondents to complete the survey on the Internet. Individual responses have been kept confidential. The numbering system enables us to send follow-up mailings only to those who have not responded. It also allows us to analyze responses by area of the City.

## **Telephone Interviews**

For the seventh year, we also surveyed San Franciscans by telephone. The 468 interviews included the same questions as the written questionnaire, plus an additional question about Internet access and purchasing. The cooperation rate was 53%, out of 1,080 individuals who were contacted and asked to participate in a telephone interview. The cooperation rate was 38% in 2003 and 2002. Cooperation rates have been declining in the telephone survey industry for the past seven years, largely due to increased telemarketing activity. The telephone cooperation rate measures the percentage of respondents who at least partially complete a telephone interview out of the number of eligible respondents reached. The improvement in the telephone cooperation rates this year is likely due to a longer data collection period than in previous years and the new option of completing the survey on the Internet.

The Public Research Institute at San Francisco State University conducted the telephone interviews. Respondents were screened for age (18 or older), San Francisco residency, and ability to understand English or another available language. Of the 468 telephone interviews, 29 were conducted in Spanish and 21 in Chinese. None of the San Franciscans contacted by telephone completed the questionnaire on the Web in Spanish or Chinese, although versions of the questionnaire were available online in those languages.

## **Sample Sources**

The mail survey respondents' names and addresses came from two sources: State Department of Motor Vehicles' records and County voter registrations. We merged these files and eliminated duplicate records where possible. We randomly selected individuals within each zip code. The number drawn in each zip code reflects that area's proportion of the adult population of the City, adjusted for low response rates in some zip codes in previous years.

Genesys, a professional telephone sampling company, randomly generated telephone numbers for interviews. The numbers were drawn from a comprehensive cross-section of listed and unlisted residential telephone numbers. (Approximately 58% of all San Francisco residential numbers are unlisted.) Telephone numbers were selected in the same proportion that each zip code contributes to the San Francisco population. Telephone respondents were asked their cross-streets, but not names or addresses.

## **How Well Do the Survey Respondents Represent San Franciscans?**

Respondents to the 2004 City Survey differ in some respects from the San Francisco population. In comparing demographic characteristics with data on San Franciscans as a whole, we find that survey respondents:

- are more educated;
- include fewer Asian-American, Latino/Hispanic, African-American, and more white residents;
- are more likely to be over 44 years old;
- have been in San Francisco longer; and
- are less likely to live alone

than the population as a whole. Some of the distortion in our sample is a result of the population we are able to reach—the composition of our mailing list and the distribution of telephone numbers. Another source is non-response bias, which occurs when those who choose to respond differ in demographic characteristics, and opinions, from those who do not respond.<sup>11</sup>

San Francisco's eleven supervisorial districts are designed to have equal numbers of people in them. To better represent the views of all San Francisco, we weighted results to approximate the responses we would have received had the number of responses in each district been equal. The adjusted results do not show many differences from the raw results. The weighted data have slightly fewer frequent visitors to City parks than the raw data.

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<sup>11</sup> The differences in responses to the first and second mailings of the survey suggest that the more "reluctant" respondents include more traditionally underrepresented people, and that additional efforts to encourage more participation can result in a more representative group.

## Interpreting the Results

The survey data were analyzed using statistical methods to decide whether differences of opinion between groups observed in the sample represent real differences in the population of San Franciscans. Unless otherwise noted, differences between groups described in this report are "statistically significant"; that is, they indicate differences in the population. A statistically significant difference between groups is greater than its margin of error. It is large enough, compared to the difference that sampling error alone might produce, that we can be confident it represents a difference in the population of San Franciscans.

With a total sample size of 1,567, the estimated sampling error for this survey is about  $\pm 2.5\%$  at the 95% confidence level. This means that we are 95% confident that all adult San Francisco residents would produce responses to each survey question within approximately two and a half percentage points of the results obtained from this sample. For example, 50.8% of survey respondents rated the convenience of Muni's routes as "good." Statistical theory states that if we repeated random samples of this size of San Francisco households, we could expect between 48.3% and 53.3% of the population to rate the convenience of Muni's routes "good" 95% of the time.

Sampling errors are larger than 2.5% for subgroups of the sample, such as the residents of a supervisorial district, and for questions that received fewer responses, such as the ratings of recreation programs and interactions with Recreation and Parks Department staff. This measurable error, which results from using a sample to represent a whole population, does not account for other sources of error, which are more difficult to measure, such as non-response bias.

## Analysis by Neighborhood and Supervisorial District

For the fourth year, we have included analyses by the City's 11 supervisorial districts. The relatively small number of survey respondents in each district (between 95 and 226) limits our ability to draw conclusions about how the districts differ from each other in opinions of City services. We did discover a few significant differences, however, which are included in this report.

We also grouped the districts into four larger regions to allow for geographic analysis with larger sample sizes.<sup>12</sup> The four areas are as follows:

**Central:** Districts 5, 6 and 8 (Civic Center, South of Market, Western Addition, Haight, Buena Vista, Fillmore, Castro, Noe Valley, Diamond Heights, Glen Park, Twin Peaks, Glen Canyon Park, Treasure Island).

**North:** Districts 2 and 3 (Financial District, Russian Hill, Nob Hill, North Beach, Chinatown, Telegraph Hill, Pacific Heights, Laurel Heights, Presidio Heights, Seaciff, Marina, Presidio, Cow Hollow).

<sup>12</sup> Using large areas allows for sample sizes large enough to detect differences among groups. Boundaries were chosen to provide demographic as well as geographic similarity. No grouping scheme is ideal for all questions; for example, southeast District 10 is more like central District 6 for safety and some services than it is like District 9, which is considered southeast.

**Southeast:** Districts 9, 10 and 11 (Mission, Potrero Hill, Bernal Heights, Bayview, Hunters Point, Excelsior, Ingleside, Visitacion Valley, Portola, Ocean View).

**West:** Districts 1, 4 and 7 (Richmond, Sunset, West Portal, St. Francis Wood, Miraloma Park, Forest Hill, Parkside, Stonestown, Park Merced).

The few responses from people who could not be associated with a district are excluded from the neighborhood analysis.

## **Changes Over Time**

Throughout the report, our observations on trends in the responses to the City Survey cover the years 1997 through 2004. Although we conducted a survey in 1996, we used a different sampling method, and consequently the people who responded to the survey differed from the respondents in subsequent years, in both opinions and demographic characteristics. The 1996 findings are not comparable to the later surveys for measuring trends.

Data presented herein for the years 1997 through 2003 have been weighted to adjust for disproportionate representation of some districts of the City, using the most recently available demographic data. The results presented in this report supersede those of previous years.

## **Acknowledgments**

The Public Research Institute (PRI) at San Francisco State University conducted the telephone interviews, developed the Web interface and performed the statistical analyses for this report. Holley Shafer coordinated the project, with guidance from James Wiley, Director, and John Rogers, Associate Director of PRI. Lisel Blash analyzed Muni and libraries, and Monique Nakagawa provided research assistance and map design; Kevin Adcock managed the data collection. Larry Miller of TempTime (Monroe Personnel Service) assisted with data entry.

In the Controller's Office, Anne Jenkins directed the project; Kai Mander was the lead analyst; and Millie Bogert, Sharon Friedrichsen, John Haskell, Corina Monzon, Michael Simon and Brian Strong wrote chapters of the report. In addition, Theresa Buckley, Jodi Darby, Eve Eichwald, Franciscsa Johnson, Levella Johnson, Mark Tipton, Winnie Woo, and Monica Wu provided valuable assistance with mailing, coding, proofreading, formatting and translation.

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San Francisco City Survey 2004  
Appendix: Survey Responses by District

**Local government's job of providing service**

	<b>Very Poor</b>	<b>Poor</b>	<b>Fair</b>	<b>Good</b>	<b>Very Good</b>	<b>Number of Responses</b>	<b>Mean Rating</b>
D1	5%	7%	51%	35%	2%	114	3.21
D2	2%	16%	45%	33%	3%	143	3.20
D3	3%	15%	41%	37%	5%	142	3.26
D4	2%	8%	58%	31%	1%	98	3.20
D5	4%	15%	54%	23%	4%	183	3.09
D6	3%	13%	49%	30%	5%	152	3.20
D7	3%	5%	50%	39%	4%	103	3.36
D8	6%	12%	47%	31%	4%	216	3.16
D9	7%	15%	45%	32%	1%	148	3.06
D10	6%	15%	47%	31%	1%	104	3.06
D11	3%	12%	52%	32%	1%	94	3.16
<b>Raw Total</b>	<b>4%</b>	<b>12%</b>	<b>49%</b>	<b>32%</b>	<b>3%</b>	<b>1,497</b>	<b>3.17</b>
<b>Weighted Total</b>	<b>4%</b>	<b>12%</b>	<b>49%</b>	<b>32%</b>	<b>3%</b>	<b>1,516</b>	<b>3.18</b>

Rating scale is from 1 (worst) to 5 (best). Percentages may not total to 100% due to rounding.

Raw totals do not include responses for which the district is unknown. Weighted totals include all responses.

San Francisco City Survey 2004  
Appendix: Survey Responses by District

**Safety walking alone during the day in your neighborhood**

	Very Unsafe	Unsafe	Neither Safe nor Unsafe	Safe	Very Safe	Number of Responses	Mean Rating
D1	1%	2%	6%	38%	53%	115	4.41
D2	0%	3%	8%	33%	56%	147	4.41
D3	1%	4%	8%	47%	40%	146	4.23
D4	0%	2%	8%	48%	42%	93	4.30
D5	1%	3%	11%	42%	44%	186	4.25
D6	4%	11%	26%	39%	20%	159	3.60
D7	1%	1%	5%	31%	62%	103	4.52
D8	2%	1%	5%	29%	62%	223	4.49
D9	1%	8%	15%	40%	36%	153	4.01
D10	6%	13%	28%	37%	16%	107	3.45
D11	3%	12%	23%	45%	17%	95	3.61
Raw Total	2%	5%	13%	38%	42%	1,527	4.14
Weighted Total	2%	5%	13%	39%	41%	1,546	4.12

**Safety walking alone at night in your neighborhood**

	Very Unsafe	Unsafe	Neither Safe nor Unsafe	Safe	Very Safe	Number of Responses	Mean Rating
D1	2%	13%	27%	49%	10%	111	3.52
D2	3%	12%	29%	41%	15%	143	3.53
D3	6%	15%	27%	40%	11%	142	3.33
D4	1%	13%	33%	45%	8%	91	3.45
D5	5%	25%	26%	30%	14%	182	3.22
D6	20%	31%	17%	27%	5%	152	2.64
D7	4%	10%	16%	49%	22%	102	3.75
D8	5%	12%	18%	41%	24%	220	3.69
D9	7%	23%	30%	35%	5%	150	3.08
D10	29%	30%	25%	14%	1%	106	2.27
D11	17%	28%	29%	19%	6%	93	2.70
Raw Total	9%	19%	25%	36%	12%	1,492	3.23
Weighted Total	9%	19%	25%	36%	11%	1,509	3.21

Rating scale is from 1 (worst) to 5 (best). Percentages may not total to 100% due to rounding.

Raw totals do not include responses for which the district is unknown. Weighted totals include all responses.

San Francisco City Survey 2004  
Appendix: Survey Responses by District

**Safety Index – Walking Alone Day and Night (Scale is from 0 to 2)**

	Less Than Safe	Safe Day or Night	Safe Day and Night (2)	Number of Responses	Mean Rating
	Day or Night but Not Both (0)	(1)			
D1	9%	32%	59%	111	1.50
D2	11%	34%	55%	143	1.44
D3	12%	38%	50%	142	1.38
D4	8%	41%	52%	91	1.44
D5	13%	43%	44%	181	1.30
D6	41%	27%	32%	151	0.91
D7	6%	25%	70%	102	1.64
D8	9%	26%	65%	220	1.57
D9	24%	36%	40%	150	1.16
D10	46%	39%	15%	106	0.69
D11	39%	35%	26%	93	0.87
Raw Total	19%	34%	47%	1,490	1.28
Weighted Total	20%	34%	46%	1,507	1.27

**Safety crossing the street**

	Very Unsafe	Unsafe	Neither Safe nor Unsafe	Safe	Very Safe	Number of Responses	Mean Rating
D1	4%	24%	17%	49%	6%	114	3.29
D2	6%	23%	29%	28%	13%	146	3.18
D3	12%	17%	23%	41%	7%	146	3.13
D4	6%	18%	31%	40%	5%	96	3.20
D5	11%	19%	24%	37%	9%	185	3.13
D6	11%	26%	25%	32%	6%	159	2.94
D7	7%	13%	29%	38%	13%	104	3.37
D8	7%	23%	26%	33%	11%	222	3.18
D9	7%	27%	20%	39%	7%	153	3.10
D10	5%	27%	22%	41%	5%	107	3.14
D11	8%	26%	27%	32%	8%	93	3.06
Raw Total	8%	22%	25%	37%	8%	1,525	3.15
Weighted Total	8%	22%	25%	37%	8%	1,543	3.16

Rating scale is from 1 (worst) to 5 (best). Percentages may not total to 100% due to rounding.

Raw totals do not include responses for which the district is unknown. Weighted totals include all responses.

San Francisco City Survey 2004  
Appendix: Survey Responses by District

**Victim of violent crime; reported to police?**

	Victim, Reported	Victim, did not Report	Not Crime Victim	Number of Responses
D1	0%	1%	99%	115
D2	1%	1%	99%	148
D3	1%	3%	97%	146
D4	1%	1%	98%	98
D5	4%	2%	94%	188
D6	4%	6%	90%	157
D7	1%	1%	98%	103
D8	2%	2%	96%	225
D9	1%	4%	95%	152
D10	2%	1%	97%	107
D11	3%	0%	97%	95
<b>Raw Total</b>	<b>2%</b>	<b>2%</b>	<b>96%</b>	<b>1,534</b>
<b>Weighted Total</b>	<b>2%</b>	<b>2%</b>	<b>96%</b>	<b>1,553</b>

**Victim of nonviolent crime; reported to police?**

	Victim, Reported	Victim, did not Report	Not Crime Victim	Number of Responses
D1	9%	8%	83%	101
D2	13%	11%	76%	131
D3	9%	14%	77%	132
D4	13%	7%	80%	87
D5	14%	18%	68%	172
D6	8%	10%	83%	144
D7	10%	14%	76%	87
D8	14%	9%	77%	214
D9	9%	17%	74%	140
D10	17%	10%	73%	93
D11	10%	6%	84%	80
<b>Raw Total</b>	<b>12%</b>	<b>12%</b>	<b>77%</b>	<b>1,381</b>
<b>Weighted Total</b>	<b>11%</b>	<b>12%</b>	<b>77%</b>	<b>1,399</b>

Rating scale is from 1 (worst) to 5 (best). Percentages may not total to 100% due to rounding.

Raw totals do not include responses for which the district is unknown. Weighted totals include all responses.

San Francisco City Survey 2004  
Appendix: Survey Responses by District

**Muni - Convenience of routes**

	Very Poor	Poor	Fair	Good	Very Good	Number of Responses	Mean Rating
D1	1%	1%	16%	58%	24%	108	4.04
D2	0%	4%	24%	51%	21%	127	3.90
D3	2%	6%	25%	49%	19%	134	3.75
D4	2%	6%	18%	55%	19%	88	3.83
D5	1%	2%	20%	52%	25%	187	4.00
D6	1%	7%	22%	46%	24%	153	3.83
D7	2%	2%	15%	54%	27%	94	4.01
D8	2%	4%	16%	58%	20%	209	3.89
D9	1%	7%	26%	48%	19%	136	3.78
D10	1%	9%	34%	38%	18%	89	3.63
D11	1%	5%	23%	49%	22%	83	3.86
Raw Total	1%	5%	21%	51%	22%	1,408	3.87
Weighted Total	1%	5%	21%	51%	22%	1,426	3.87

**Muni - Timeliness and reliability**

	Very Poor	Poor	Fair	Good	Very Good	Number of Responses	Mean Rating
D1	1%	12%	37%	45%	5%	110	3.41
D2	4%	14%	37%	40%	5%	127	3.28
D3	6%	14%	40%	36%	4%	133	3.17
D4	8%	14%	38%	37%	3%	87	3.14
D5	8%	16%	39%	29%	9%	187	3.16
D6	7%	17%	28%	35%	12%	151	3.27
D7	3%	9%	32%	42%	14%	93	3.55
D8	9%	17%	35%	33%	6%	209	3.10
D9	6%	21%	38%	30%	5%	133	3.08
D10	10%	21%	42%	25%	2%	89	2.88
D11	7%	17%	33%	37%	6%	82	3.17
Raw Total	7%	16%	36%	35%	7%	1,401	3.19
Weighted Total	6%	16%	36%	36%	6%	1,417	3.20

Rating scale is from 1 (worst) to 5 (best). Percentages may not total to 100% due to rounding.

Raw totals do not include responses for which the district is unknown. Weighted totals include all responses.

San Francisco City Survey 2004  
Appendix: Survey Responses by District

**Muni - Cleanliness**

	Very Poor	Poor	Fair	Good	Very Good	Number of Responses	Mean Rating
D1	2%	15%	49%	32%	3%	109	3.19
D2	8%	15%	45%	29%	4%	129	3.06
D3	10%	14%	40%	34%	2%	134	3.05
D4	7%	16%	48%	28%	1%	88	3.01
D5	10%	16%	41%	29%	3%	186	2.99
D6	7%	17%	43%	30%	3%	152	3.06
D7	1%	12%	44%	38%	5%	94	3.35
D8	10%	15%	39%	31%	6%	210	3.09
D9	8%	19%	48%	22%	2%	135	2.91
D10	10%	22%	54%	12%	1%	89	2.72
D11	6%	13%	49%	26%	6%	84	3.13
Raw Total	8%	16%	44%	29%	3%	1,410	3.05
Weighted Total	7%	16%	45%	29%	3%	1,427	3.05

**Muni - Fares**

	Very Poor	Poor	Fair	Good	Very Good	Number of Responses	Mean Rating
D1	2%	7%	39%	43%	9%	108	3.50
D2	2%	5%	35%	45%	12%	130	3.61
D3	5%	14%	36%	31%	13%	132	3.32
D4	2%	13%	41%	34%	9%	85	3.35
D5	4%	10%	38%	34%	14%	185	3.42
D6	5%	13%	38%	33%	10%	153	3.31
D7	1%	8%	24%	51%	16%	95	3.72
D8	4%	5%	30%	47%	15%	210	3.64
D9	9%	16%	30%	34%	11%	133	3.23
D10	7%	8%	44%	36%	6%	89	3.26
D11	4%	15%	40%	32%	9%	85	3.28
Raw Total	4%	10%	36%	38%	12%	1,405	3.43
Weighted Total	4%	10%	36%	38%	11%	1,422	3.42

Rating scale is from 1 (worst) to 5 (best). Percentages may not total to 100% due to rounding.

Raw totals do not include responses for which the district is unknown. Weighted totals include all responses.

San Francisco City Survey 2004  
Appendix: Survey Responses by District

**Muni - Safety**

	<b>Very Poor</b>	<b>Poor</b>	<b>Fair</b>	<b>Good</b>	<b>Very Good</b>	<b>Number of Responses</b>	<b>Mean Rating</b>
D1	2%	11%	47%	35%	5%	108	3.30
D2	4%	11%	33%	45%	7%	129	3.40
D3	5%	8%	37%	45%	5%	132	3.36
D4	5%	9%	41%	43%	2%	88	3.30
D5	4%	13%	40%	33%	9%	184	3.30
D6	9%	13%	36%	34%	8%	152	3.18
D7	2%	9%	39%	38%	13%	93	3.51
D8	4%	9%	34%	45%	8%	210	3.45
D9	7%	20%	39%	31%	2%	135	3.01
D10	11%	20%	42%	24%	2%	90	2.87
D11	5%	23%	43%	23%	6%	86	3.02
Raw Total	5%	13%	39%	37%	6%	1,407	3.27
Weighted Total	5%	13%	39%	37%	6%	1,424	3.25

**Muni - Communication to passengers**

	<b>Very Poor</b>	<b>Poor</b>	<b>Fair</b>	<b>Good</b>	<b>Very Good</b>	<b>Number of Responses</b>	<b>Mean Rating</b>
D1	2%	21%	37%	38%	1%	107	3.15
D2	4%	13%	37%	39%	7%	125	3.33
D3	8%	13%	43%	33%	3%	127	3.10
D4	10%	19%	43%	25%	4%	84	2.94
D5	7%	20%	35%	32%	6%	181	3.09
D6	12%	20%	29%	31%	8%	143	3.03
D7	5%	20%	33%	33%	10%	82	3.23
D8	12%	18%	35%	30%	6%	207	3.01
D9	11%	25%	38%	23%	3%	125	2.82
D10	10%	15%	40%	32%	2%	87	3.01
D11	10%	10%	57%	19%	5%	81	2.99
Raw Total	8%	18%	38%	31%	5%	1,349	3.06
Weighted Total	8%	18%	38%	31%	5%	1,365	3.07

Rating scale is from 1 (worst) to 5 (best). Percentages may not total to 100% due to rounding.

Raw totals do not include responses for which the district is unknown. Weighted totals include all responses.

San Francisco City Survey 2004  
Appendix: Survey Responses by District

**Muni - Courtesy of drivers**

	Very Poor	Poor	Fair	Good	Very Good	Number of Responses	Mean Rating
D1	6%	10%	35%	43%	6%	109	3.35
D2	8%	8%	32%	45%	8%	128	3.37
D3	8%	12%	34%	38%	9%	133	3.29
D4	7%	13%	42%	32%	7%	88	3.19
D5	6%	16%	35%	37%	7%	185	3.23
D6	11%	17%	33%	33%	5%	151	3.04
D7	1%	8%	40%	35%	16%	91	3.58
D8	8%	10%	32%	40%	9%	207	3.32
D9	7%	20%	37%	33%	4%	132	3.07
D10	14%	8%	45%	25%	8%	91	3.04
D11	5%	14%	41%	32%	8%	85	3.25
Raw Total	7%	13%	36%	36%	8%	1,400	3.24
Weighted Total	7%	12%	37%	36%	8%	1,417	3.25

**Muni - Frequency of riding**

	Never	Once or Twice a Month	Several Times a Month	Once or Twice a Week	Several Times a Week	Daily	Number of Responses
D1	8%	22%	14%	11%	12%	34%	116
D2	13%	22%	16%	11%	19%	19%	144
D3	6%	13%	8%	15%	16%	42%	142
D4	9%	25%	8%	14%	18%	26%	96
D5	3%	16%	9%	11%	21%	40%	187
D6	4%	10%	8%	9%	21%	48%	156
D7	9%	32%	14%	10%	17%	19%	103
D8	6%	19%	15%	14%	13%	32%	223
D9	12%	25%	11%	11%	14%	27%	154
D10	20%	19%	13%	8%	11%	29%	106
D11	8%	26%	14%	8%	18%	27%	90
Raw Total	8%	20%	12%	11%	16%	32%	1,517
Weighted Total	9%	20%	12%	11%	16%	32%	1,536

Rating scale is from 1 (worst) to 5 (best). Percentages may not total to 100% due to rounding.

Raw totals do not include responses for which the district is unknown. Weighted totals include all responses.

San Francisco City Survey 2004  
Appendix: Survey Responses by District

**Cleanliness of sidewalks in your neighborhood**

	<b>Very Poor</b>	<b>Poor</b>	<b>Fair</b>	<b>Good</b>	<b>Very Good</b>	<b>Number of Responses</b>	<b>Mean Rating</b>
D1	6%	13%	26%	41%	14%	115	3.43
D2	2%	15%	16%	51%	16%	148	3.64
D3	10%	21%	32%	25%	12%	146	3.10
D4	2%	10%	28%	47%	12%	97	3.58
D5	12%	21%	36%	22%	9%	189	2.95
D6	23%	22%	32%	21%	3%	158	2.60
D7	2%	6%	18%	45%	29%	104	3.93
D8	9%	9%	27%	39%	16%	226	3.45
D9	18%	26%	26%	25%	5%	154	2.73
D10	15%	20%	36%	23%	7%	107	2.87
D11	11%	16%	26%	41%	6%	95	3.17
Raw Total	10%	16%	28%	34%	12%	1,539	3.20
Weighted Total	10%	16%	28%	34%	12%	1,558	3.23

**Cleanliness of sidewalks citywide**

	<b>Very Poor</b>	<b>Poor</b>	<b>Fair</b>	<b>Good</b>	<b>Very Good</b>	<b>Number of Responses</b>	<b>Mean Rating</b>
D1	13%	22%	48%	18%	0%	111	2.71
D2	16%	27%	42%	15%	0%	143	2.55
D3	12%	28%	38%	21%	2%	136	2.74
D4	6%	32%	43%	17%	2%	94	2.77
D5	11%	20%	47%	20%	2%	187	2.82
D6	10%	23%	45%	21%	1%	154	2.81
D7	6%	27%	49%	14%	4%	102	2.82
D8	8%	28%	40%	22%	1%	224	2.80
D9	11%	23%	49%	15%	2%	152	2.75
D10	10%	26%	45%	17%	2%	104	2.76
D11	4%	20%	47%	25%	4%	92	3.05
Raw Total	10%	25%	44%	19%	2%	1,499	2.78
Weighted Total	10%	25%	45%	18%	2%	1,516	2.78

Rating scale is from 1 (worst) to 5 (best). Percentages may not total to 100% due to rounding.

Raw totals do not include responses for which the district is unknown. Weighted totals include all responses.

San Francisco City Survey 2004  
Appendix: Survey Responses by District

**Cleanliness of streets in your neighborhood**

	Very Poor	Poor	Fair	Good	Very Good	Number of Responses	Mean Rating
D1	3%	10%	29%	43%	16%	115	3.58
D2	3%	4%	23%	55%	15%	147	3.76
D3	8%	13%	34%	32%	14%	146	3.32
D4	2%	5%	32%	47%	14%	95	3.65
D5	8%	14%	37%	31%	11%	189	3.23
D6	15%	15%	35%	29%	5%	155	2.92
D7	3%	3%	17%	41%	36%	103	4.04
D8	5%	8%	23%	46%	18%	225	3.62
D9	12%	21%	31%	30%	6%	152	2.97
D10	14%	17%	37%	25%	7%	107	2.93
D11	7%	10%	35%	41%	6%	94	3.30
Raw Total	7%	11%	30%	38%	13%	1,528	3.38
Weighted Total	7%	11%	30%	38%	14%	1,547	3.39

**Cleanliness of streets citywide**

	Very Poor	Poor	Fair	Good	Very Good	Number of Responses	Mean Rating
D1	10%	15%	45%	29%	2%	110	2.98
D2	10%	22%	49%	18%	1%	143	2.78
D3	10%	20%	38%	30%	2%	141	2.94
D4	4%	22%	46%	25%	3%	93	3.01
D5	8%	17%	39%	30%	5%	185	3.06
D6	5%	13%	45%	35%	3%	155	3.18
D7	8%	15%	48%	25%	5%	103	3.05
D8	7%	18%	42%	29%	4%	224	3.06
D9	5%	18%	49%	24%	3%	150	3.02
D10	9%	20%	50%	17%	3%	103	2.85
D11	1%	22%	43%	28%	5%	92	3.15
Raw Total	7%	18%	44%	27%	3%	1,499	3.01
Weighted Total	7%	18%	45%	27%	3%	1,516	3.01

Rating scale is from 1 (worst) to 5 (best). Percentages may not total to 100% due to rounding.

Raw totals do not include responses for which the district is unknown. Weighted totals include all responses.

San Francisco City Survey 2004  
Appendix: Survey Responses by District

**Pavement condition of streets in your neighborhood**

	<b>Very Poor</b>	<b>Poor</b>	<b>Fair</b>	<b>Good</b>	<b>Very Good</b>	<b>Number of Responses</b>	<b>Mean Rating</b>
D1	3%	11%	45%	36%	4%	115	3.26
D2	6%	11%	25%	51%	7%	148	3.43
D3	6%	14%	34%	34%	10%	145	3.28
D4	4%	14%	28%	42%	13%	96	3.45
D5	9%	18%	39%	30%	5%	188	3.04
D6	13%	18%	37%	29%	4%	156	2.93
D7	6%	16%	27%	36%	16%	103	3.40
D8	6%	10%	37%	38%	9%	224	3.34
D9	12%	20%	32%	34%	3%	152	2.95
D10	22%	22%	33%	20%	4%	106	2.62
D11	3%	13%	35%	41%	7%	94	3.37
Raw Total	8%	15%	34%	35%	7%	1,527	3.18
Weighted Total	8%	15%	34%	36%	7%	1,546	3.19

**Pavement condition of streets citywide**

	<b>Very Poor</b>	<b>Poor</b>	<b>Fair</b>	<b>Good</b>	<b>Very Good</b>	<b>Number of Responses</b>	<b>Mean Rating</b>
D1	11%	23%	46%	19%	1%	109	2.76
D2	13%	23%	45%	18%	0%	142	2.68
D3	9%	21%	38%	28%	5%	141	3.01
D4	9%	27%	37%	26%	2%	94	2.86
D5	11%	21%	46%	20%	2%	185	2.80
D6	10%	15%	42%	32%	2%	154	3.01
D7	11%	25%	41%	22%	1%	102	2.76
D8	8%	25%	39%	26%	1%	218	2.87
D9	9%	19%	37%	31%	4%	150	3.02
D10	12%	23%	41%	23%	1%	103	2.79
D11	5%	17%	42%	29%	5%	92	3.12
Raw Total	10%	22%	41%	25%	2%	1,490	2.88
Weighted Total	10%	22%	41%	25%	2%	1,507	2.88

Rating scale is from 1 (worst) to 5 (best). Percentages may not total to 100% due to rounding.

Raw totals do not include responses for which the district is unknown. Weighted totals include all responses.

San Francisco City Survey 2004  
Appendix: Survey Responses by District

**Quality of the grounds at the City's parks**

	Very Poor	Poor	Fair	Good	Very Good	Number of Responses	Mean Rating
D1	0%	3%	24%	54%	20%	102	3.90
D2	1%	4%	26%	45%	24%	137	3.85
D3	0%	7%	29%	48%	15%	130	3.72
D4	1%	5%	27%	48%	20%	86	3.80
D5	0%	3%	18%	55%	24%	184	3.99
D6	4%	4%	21%	49%	21%	145	3.79
D7	0%	6%	28%	46%	20%	98	3.81
D8	3%	4%	21%	52%	20%	212	3.83
D9	2%	8%	27%	52%	11%	143	3.63
D10	5%	7%	32%	45%	11%	98	3.50
D11	4%	7%	34%	46%	9%	85	3.51
Raw Total	2%	5%	25%	50%	18%	1,420	3.78
Weighted Total	2%	5%	26%	49%	18%	1,438	3.76

**Cleanliness and maintenance of the facilities at the City's parks**

	Very Poor	Poor	Fair	Good	Very Good	Number of Responses	Mean Rating
D1	2%	13%	41%	42%	3%	96	3.31
D2	5%	11%	43%	31%	10%	131	3.28
D3	5%	13%	42%	32%	9%	117	3.26
D4	3%	9%	46%	39%	4%	80	3.33
D5	3%	14%	44%	32%	8%	172	3.27
D6	4%	13%	41%	29%	12%	137	3.32
D7	4%	15%	40%	35%	5%	92	3.22
D8	5%	16%	40%	32%	7%	203	3.19
D9	5%	20%	46%	27%	2%	133	3.02
D10	7%	17%	40%	29%	6%	99	3.10
D11	7%	14%	35%	39%	5%	84	3.20
Raw Total	5%	14%	42%	33%	7%	1,344	3.22
Weighted Total	5%	14%	42%	33%	6%	1,361	3.22

Rating scale is from 1 (worst) to 5 (best). Percentages may not total to 100% due to rounding.

Raw totals do not include responses for which the district is unknown. Weighted totals include all responses.

San Francisco City Survey 2004  
Appendix: Survey Responses by District

**Convenience of the City's recreation programs**

	<b>Very Poor</b>	<b>Poor</b>	<b>Fair</b>	<b>Good</b>	<b>Very Good</b>	<b>Number of Responses</b>	<b>Mean Rating</b>
D1	0%	4%	30%	55%	11%	71	3.73
D2	0%	4%	32%	53%	11%	81	3.72
D3	3%	11%	36%	40%	10%	80	3.44
D4	0%	8%	37%	40%	15%	62	3.61
D5	1%	7%	35%	45%	12%	107	3.60
D6	6%	13%	30%	38%	13%	93	3.38
D7	2%	2%	36%	47%	14%	58	3.69
D8	4%	6%	28%	50%	12%	125	3.61
D9	4%	10%	36%	44%	5%	96	3.35
D10	7%	11%	36%	41%	5%	75	3.28
D11	6%	7%	35%	46%	6%	69	3.39
Raw Total	3%	8%	33%	45%	10%	917	3.52
Weighted Total	3%	8%	34%	45%	10%	927	3.52

**Quality of city recreation programs and activities for adults**

	<b>Very Poor</b>	<b>Poor</b>	<b>Fair</b>	<b>Good</b>	<b>Very Good</b>	<b>Number of Responses</b>	<b>Mean Rating</b>
D1	6%	6%	38%	48%	2%	52	3.35
D2	0%	13%	39%	39%	9%	54	3.44
D3	2%	14%	48%	30%	6%	66	3.26
D4	0%	13%	42%	36%	9%	45	3.40
D5	3%	17%	43%	18%	18%	76	3.33
D6	8%	15%	30%	36%	11%	73	3.26
D7	2%	7%	38%	47%	7%	45	3.49
D8	5%	15%	30%	43%	7%	82	3.33
D9	4%	24%	33%	33%	6%	70	3.11
D10	7%	13%	40%	38%	2%	60	3.15
D11	5%	21%	31%	38%	5%	58	3.17
Raw Total	4%	15%	37%	36%	8%	681	3.29
Weighted Total	4%	15%	37%	37%	7%	688	3.29

Rating scale is from 1 (worst) to 5 (best). Percentages may not total to 100% due to rounding.

Raw totals do not include responses for which the district is unknown. Weighted totals include all responses.

San Francisco City Survey 2004  
Appendix: Survey Responses by District

**Quality of city recreation programs and activities for children and youth**

	Very Poor	Poor	Fair	Good	Very Good	Number of Responses	Mean Rating
D1	4%	9%	37%	41%	9%	46	3.41
D2	2%	9%	36%	36%	16%	44	3.55
D3	2%	18%	33%	39%	8%	51	3.33
D4	2%	9%	40%	36%	13%	45	3.49
D5	2%	17%	27%	37%	18%	60	3.53
D6	8%	11%	25%	38%	18%	61	3.46
D7	2%	12%	34%	37%	15%	41	3.49
D8	11%	5%	32%	36%	15%	74	3.39
D9	3%	15%	29%	43%	10%	72	3.42
D10	5%	13%	37%	37%	8%	62	3.31
D11	5%	12%	34%	41%	8%	59	3.36
Raw Total	5%	12%	33%	38%	13%	615	3.42
Weighted Total	4%	12%	33%	39%	12%	622	3.42

**Frequency of visiting city parks**

	Once or Never	Twice a Year	Several Times a Year	At Least Once a Month	At Least Once a Week	Number of Responses
D1	9%	11%	23%	23%	33%	116
D2	6%	10%	21%	27%	36%	146
D3	10%	17%	17%	31%	24%	143
D4	9%	7%	23%	21%	39%	95
D5	3%	7%	16%	23%	51%	187
D6	6%	16%	28%	21%	29%	160
D7	7%	12%	24%	29%	29%	104
D8	4%	8%	19%	34%	36%	222
D9	5%	14%	21%	21%	38%	151
D10	7%	19%	28%	21%	25%	107
D11	13%	19%	19%	16%	32%	93
Raw Total	7%	12%	21%	25%	35%	1,524
Weighted Total	7%	13%	22%	24%	34%	1,543

Rating scale is from 1 (worst) to 5 (best). Percentages may not total to 100% due to rounding.

Raw totals do not include responses for which the district is unknown. Weighted totals include all responses.

San Francisco City Survey 2004  
Appendix: Survey Responses by District

**Household member(s) participated in a Recreation and Park program or activity**

	Yes	No	Number of Responses
D1	21%	79%	113
D2	20%	80%	145
D3	15%	85%	142
D4	24%	76%	94
D5	15%	85%	185
D6	16%	84%	159
D7	26%	74%	101
D8	19%	81%	221
D9	24%	76%	151
D10	24%	76%	105
D11	22%	78%	95
Raw Total	20%	80%	1,511
Weighted Total	21%	79%	1,530

**Had interaction with Recreation and Parks staff**

	Yes	No	Number of Responses
D1	37%	63%	100
D2	29%	71%	136
D3	21%	79%	126
D4	24%	76%	85
D5	33%	67%	176
D6	16%	84%	150
D7	45%	55%	92
D8	35%	65%	208
D9	32%	68%	142
D10	37%	63%	94
D11	24%	76%	82
Raw Total	30%	70%	1,391
Weighted Total	30%	70%	1,408

Rating scale is from 1 (worst) to 5 (best). Percentages may not total to 100% due to rounding.

Raw totals do not include responses for which the district is unknown. Weighted totals include all responses.

San Francisco City Survey 2004  
Appendix: Survey Responses by District

**Quality of interaction with Recreation and Parks staff**

	Very Poor	Poor	Fair	Good	Very Good	Number of Responses	Mean Rating
D1	0%	8%	22%	57%	14%	37	3.76
D2	3%	3%	23%	46%	26%	39	3.90
D3	0%	0%	22%	52%	26%	27	4.04
D4	0%	20%	15%	35%	30%	20	3.75
D5	3%	3%	12%	47%	34%	58	4.05
D6	0%	0%	29%	54%	17%	24	3.88
D7	0%	0%	10%	44%	46%	41	4.37
D8	1%	1%	13%	55%	30%	71	4.10
D9	2%	2%	13%	67%	16%	45	3.91
D10	6%	3%	11%	51%	29%	35	3.94
D11	0%	20%	10%	60%	10%	20	3.60
<b>Raw Total</b>	<b>2%</b>	<b>4%</b>	<b>16%</b>	<b>52%</b>	<b>27%</b>	<b>417</b>	<b>3.98</b>
<b>Weighted Total</b>	<b>1%</b>	<b>5%</b>	<b>16%</b>	<b>52%</b>	<b>26%</b>	<b>423</b>	<b>3.97</b>

Rating scale is from 1 (worst) to 5 (best). Percentages may not total to 100% due to rounding.  
Raw totals do not include responses for which the district is unknown. Weighted totals include all responses.

San Francisco City Survey 2004  
Appendix: Survey Responses by District

**Library collections of books, tapes, etc.**

	<b>Very Poor</b>	<b>Poor</b>	<b>Fair</b>	<b>Good</b>	<b>Very Good</b>	<b>Number of Responses</b>	<b>Mean Rating</b>
D1	0%	5%	33%	41%	22%	83	3.80
D2	1%	1%	31%	48%	20%	101	3.84
D3	4%	6%	23%	48%	19%	103	3.73
D4	1%	3%	30%	50%	16%	70	3.76
D5	1%	7%	22%	43%	26%	138	3.86
D6	0%	3%	17%	42%	38%	126	4.15
D7	1%	7%	19%	52%	20%	84	3.83
D8	2%	5%	18%	55%	20%	171	3.86
D9	0%	7%	20%	52%	21%	112	3.88
D10	0%	5%	31%	49%	15%	85	3.75
D11	1%	4%	14%	55%	25%	76	3.99
Raw Total	1%	5%	23%	49%	23%	1,149	3.87
Weighted Total	1%	5%	23%	49%	22%	1,163	3.86

**Assistance from library staff**

	<b>Very Poor</b>	<b>Poor</b>	<b>Fair</b>	<b>Good</b>	<b>Very Good</b>	<b>Number of Responses</b>	<b>Mean Rating</b>
D1	0%	0%	20%	51%	30%	81	4.10
D2	0%	0%	15%	50%	35%	94	4.20
D3	1%	4%	22%	53%	20%	95	3.86
D4	0%	3%	15%	55%	27%	67	4.06
D5	0%	5%	18%	36%	40%	132	4.11
D6	1%	4%	15%	39%	41%	119	4.15
D7	1%	6%	6%	54%	33%	82	4.11
D8	1%	1%	13%	54%	31%	167	4.13
D9	0%	1%	14%	52%	33%	113	4.17
D10	0%	1%	13%	55%	30%	82	4.15
D11	1%	3%	20%	48%	28%	75	3.99
Raw Total	0%	3%	16%	49%	32%	1,107	4.10
Weighted Total	0%	3%	16%	49%	32%	1,120	4.09

Rating scale is from 1 (worst) to 5 (best). Percentages may not total to 100% due to rounding.

Raw totals do not include responses for which the district is unknown. Weighted totals include all responses.

San Francisco City Survey 2004  
Appendix: Survey Responses by District

**Library programs and activities for adults**

	Very Poor	Poor	Fair	Good	Very Good	Number of Responses	Mean Rating
D1	0%	5%	27%	61%	7%	41	3.71
D2	0%	5%	35%	45%	15%	40	3.70
D3	4%	4%	36%	47%	9%	45	3.51
D4	3%	10%	43%	27%	17%	30	3.43
D5	0%	5%	23%	42%	30%	57	3.96
D6	0%	7%	32%	40%	21%	72	3.75
D7	5%	8%	26%	45%	16%	38	3.58
D8	0%	1%	28%	59%	12%	68	3.81
D9	0%	11%	23%	51%	16%	57	3.72
D10	2%	6%	33%	50%	8%	48	3.56
D11	2%	4%	38%	44%	11%	45	3.58
Raw Total	1%	6%	30%	47%	15%	541	3.69
Weighted Total	2%	6%	32%	46%	14%	546	3.66

**Library programs and activities for children and youth**

	Very Poor	Poor	Fair	Good	Very Good	Number of Responses	Mean Rating
D1	2%	2%	12%	71%	12%	41	3.88
D2	0%	6%	21%	45%	27%	33	3.94
D3	3%	5%	30%	45%	18%	40	3.70
D4	0%	6%	31%	44%	19%	32	3.75
D5	2%	8%	22%	29%	39%	49	3.94
D6	0%	6%	31%	41%	22%	49	3.80
D7	6%	11%	22%	44%	17%	36	3.56
D8	0%	3%	10%	65%	22%	60	4.05
D9	0%	4%	27%	52%	17%	52	3.83
D10	0%	6%	27%	55%	12%	49	3.73
D11	0%	9%	30%	44%	16%	43	3.67
Raw Total	1%	6%	24%	49%	20%	484	3.82
Weighted Total	1%	6%	24%	49%	19%	489	3.79

Rating scale is from 1 (worst) to 5 (best). Percentages may not total to 100% due to rounding.

Raw totals do not include responses for which the district is unknown. Weighted totals include all responses.

San Francisco City Survey 2004  
Appendix: Survey Responses by District

**Frequency of visits to Main library**

	Never	Once or Twice a Year	Several Times a Year	At Least Once a Month	At Least Once a Week	Number of Responses
D1	39%	24%	26%	7%	4%	113
D2	47%	27%	15%	8%	3%	144
D3	43%	24%	20%	9%	4%	138
D4	39%	27%	15%	14%	4%	92
D5	28%	30%	26%	13%	3%	186
D6	23%	21%	30%	18%	9%	159
D7	38%	30%	20%	12%	0%	103
D8	33%	28%	26%	9%	4%	221
D9	39%	22%	23%	11%	5%	152
D10	36%	25%	18%	17%	4%	105
D11	39%	27%	24%	7%	3%	88
<b>Raw Total</b>	<b>36%</b>	<b>26%</b>	<b>23%</b>	<b>11%</b>	<b>4%</b>	<b>1,501</b>
<b>Weighted Total</b>	<b>37%</b>	<b>26%</b>	<b>22%</b>	<b>11%</b>	<b>4%</b>	<b>1,518</b>

**Frequency of visits to branch libraries**

	Never	Once or Twice a Year	Several Times a Year	At Least Once a Month	At Least Once a Week	Number of Responses
D1	31%	24%	25%	14%	6%	110
D2	36%	13%	21%	21%	9%	143
D3	42%	20%	17%	13%	7%	139
D4	26%	13%	26%	21%	13%	91
D5	50%	14%	18%	16%	3%	180
D6	52%	17%	15%	11%	4%	149
D7	20%	21%	29%	18%	11%	103
D8	37%	18%	22%	19%	4%	216
D9	32%	18%	27%	14%	9%	146
D10	24%	19%	29%	20%	8%	104
D11	25%	16%	16%	28%	16%	89
<b>Raw Total</b>	<b>36%</b>	<b>17%</b>	<b>22%</b>	<b>17%</b>	<b>7%</b>	<b>1,470</b>
<b>Weighted Total</b>	<b>34%</b>	<b>18%</b>	<b>22%</b>	<b>18%</b>	<b>8%</b>	<b>1,487</b>

Rating scale is from 1 (worst) to 5 (best). Percentages may not total to 100% due to rounding.

Raw totals do not include responses for which the district is unknown. Weighted totals include all responses.

San Francisco City Survey 2004  
Appendix: Survey Responses by District

**Made purchases over the Internet in 2003**

	<b>Made Internet Purchases</b>	<b>No Purchases but Access</b>	<b>No Internet Access</b>	<b>Number of Responses</b>
D1	64%	7%	29%	14
D2	64%	27%	9%	45
D3	59%	34%	7%	29
D4	55%	18%	27%	11
D5	78%	18%	4%	72
D6	59%	24%	17%	58
D7	50%	38%	13%	16
D8	78%	19%	3%	104
D9	58%	27%	15%	52
D10	55%	19%	26%	31
D11	41%	23%	36%	22
<b>Raw Total</b>	<b>65%</b>	<b>23%</b>	<b>12%</b>	<b>454</b>
<b>Weighted Total</b>	<b>63%</b>	<b>23%</b>	<b>14%</b>	<b>458</b>

Rating scale is from 1 (worst) to 5 (best). Percentages may not total to 100% due to rounding.

Raw totals do not include responses for which the district is unknown. Weighted totals include all responses.



